



CROWN

LEADERSHIP AWARDS

· 2020 HONOREES ·

Grzegorz **BUCZKOWSKI** | *Faye* **GOLDEN**

Marsha **REEVES** | *Tommy* **REEVES** | *Kevin* **SMITH**

Jim **STEED** | *Darren* **VAN STEENWYK**

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Insecticide

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PROFESSIONAL PEST MANAGEMENT

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Inspiration In the Midst of Adversity

I hope this letter finds you, your family and your business well. To say this year has been challenging for everyone, including the pest control industry, would be an understatement. However, in the face of enormous adversity, we have been so inspired to see your commitment to pest management in action. Your communities depend on you to defend their properties from destructive pests, and you've gone above and beyond in answering the call with hard work, loyalty and dedication.

This perseverance is just one of many reasons why Syngenta has been proud to sponsor the Crown Leadership Awards with PCT magazine for the past 32 years. These individuals set the standard for showing true leadership in their actions, sparking innovation in the continued fight against pests.

We are thrilled to congratulate this year's Crown Leadership Award winners: Kevin Smith, Rollins Inc.; Faye Golden, Cook's Pest Control; Darren Van Steenwyk, Clark Pest Control; Marsha Reeves, Oldham Chemicals Co.; Tommy Reeves, Oldham Chemicals Co.; Grzegorz Buczkowski, Purdue University; and Jim Steed, Neighborly Pest Control. These winners have worked tirelessly to leave lasting, meaningful impacts on their customers, colleagues and the industry as a whole.

At Syngenta, we're working to support you with valuable resources to help grow your business. This year, we introduced Advion® Insect granular bait, a highly attractive solution for perimeter pests like ants and cockroaches. We recently expanded our SecureChoiceSM brand to now offer learning modules and specialized training opportunities, in addition to our existing assurance programs to control public health pests. All the while, we've continued offering the industry's longest-running savings program, PestPartnersSM 365, to help make planning and purchasing products easier. Even in a virtual landscape, our team is always available to answer your questions and deliver the solutions you need.

Congratulations again to the Class of 2020 Crown Leadership Awards recipients! Thanks for your important contributions in ensuring we can all live uninterrupted by the nuisance and threat of pests.

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

www.SyngentaPMP.com



“In the face of enormous adversity, we have been so inspired to see your commitment to pest management in action.”



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It's a Sure Thing

PMPs trust the powerful MetaActive effect in **Advion insecticides**. Now, two additions to the brand family are giving PMPs even more to cheer about, including effective control of large-colony ants.

For years, pest management professionals (PMPs) have counted on Advion® brand insecticides to control ants and cockroaches.

“I think they’re excellent products,” says Billy Blasingame, owner of Blasingame Pest Management in Locust Grove, Georgia, who relies exclusively on Advion gel baits to eliminate these pests. “We tried them when they came out and we’ve been using them ever since because they’ve not let us down, ever,” he says.

Now, two additions to the brand family are giving PMPs even more control options. Advion WDG insecticide is a non-repellent spray ideal for commercial food-handling establishments, and Advion Insect granular bait features a bait matrix proven to be highly attractive to target pests.

“We’ve got a range of products that operate under the same chemistry and under the same quality standards of the original Advion Cockroach gel bait,” explains Eric Paysen, technical services manager for Professional Pest Management (PPM) at Syngenta, North America. “PMPs can trust the Advion brand name.”

The Advantage of the MetaActive™ Effect

Advion insecticides are powered by a proprietary MetaActive effect in which the active ingredient *indoxacarb* becomes lethal to the target insect only after being activated by enzymes located inside the target insect’s digestive system.

These unique metabolic enzymes exist only in insects, so the insecticide poses minimal risk to non-target organisms that accidentally consume or are exposed to it.



Get the Latest Advion Info and More by Becoming a Syngenta PPM Subscriber

PMPs can learn more about Advion® brand insecticides and enhance their digital experience by registering for a Syngenta PPM account. Registering will subscribe you to the company's emails and bi-monthly eNewsletter featuring exclusive articles by Dr. Austin Frishman, as well as provide updates to Syngenta labels and safety data sheets (SDS). You'll also get access to tools like the PestPartnersSM 365 rebate calculator and the ability to view your estimated rebate status.

"Insects are one of the only groups of animals that have the enzymes that break down *indoxacarb* into those toxic metabolites," explains Chris Keefer, technical services manager for PPM at Syngenta, North America.

Once bio-activated, *indoxacarb* attacks the insect's nervous system, but not immediately. "They have enough time to get back to their cracks and crevices," says Nicky Gallagher, technical services manager for PPM at Syngenta, North America. As such, ants and cockroaches pass along the MetaActive effect through social grooming, feeding and by consuming their dead and dying nestmates.

"The active ingredient *indoxacarb* has a great transfer effect," says Tom Potter, general manager of ABC Termite & Pest Control, a Lincoln, Nebraska-based company founded by PMP Nick Helzer in 1991. His team began using Advion WDG in the spring season as a preventive control for odorous house ants (OHA) and carpenter ants.

"It's been proven to work. We're having good success with it," says Potter. In addition, the PestPartnersSM 365 Program from Syngenta (see page 11) makes it affordable and "the label is easy to get along with," he says.

PMPs have more flexibility applying Advion insecticides because they're not pyrethroids or neonicotinoids and the various formulations provide options. "They're an excellent fit for sites that might be under more regulatory pressure," points out Gallagher.

Advion insecticides are ideal for use at sensitive accounts like zoos, daycares, schools and hospitals. They do not leave a residue or odor, and customers like this, adds Potter.

And because of the unique mode of action, Advion insecticides are excellent choices when rotating products, which is key to reducing bait aversion and resistance.

Granular Bait Surprise

The most recent addition to the brand family is Advion Insect granular bait, which can be applied outdoors and to interior cracks, crevices and voids, and in areas such as attics and crawlspaces.

Advion Insect granular bait controls pests like cockroaches, crickets, silverfish and ants, including large-colony ants like Argentine ants, tawny crazy ants and OHA that typically feed on liquid honeydew. Conventional wisdom says these ants are most attracted to liquid or gel baits, but recent field trials proved otherwise.

"I didn't expect granular bait to work so well against OHA," says Dr. Grzegorz Buczkowski, entomology professor at Purdue University, who studied the effect of Advion Insect granular bait on OHA last July. OHA are tough to control because they have hundreds of queens, many nests and thousands of workers. "They're the number one callback ant among PMPs," he says.

Using Advion Insect granular bait, Buczkowski achieved complete mortality of OHA at the five sites he tested. The test sites remained ant-free for 14 weeks, when the study ended.

"I was really, really surprised by how fast and how effective this bait was," says Buczkowski. In subsequent field trials, he got complete mortality of OHA in one to two days.



Advion WDG insecticide is a non-repellent spray ideal for use in commercial food-handling establishments and residential accounts, anywhere Advion gel baits can go.



ALL *in* THE FAMILY

To date, nine different Advion insecticide formulations, all containing the active ingredient *indoxacarb*, are available to help PMPs control a wide variety of pests:

- Advion Insect granular bait
- Advion WDG insecticide
- Advion Cockroach gel bait
- Advion Cockroach bait arena
- Advion Evolution cockroach gel bait
- Advion Ant gel bait
- Advion Ant bait arena
- Advion fire ant bait
- Advion insect granule



ERIC PAYSEN,
Technical Services
Manager for PPM
at Syngenta,
North America

“Advion Insect granular bait is the first and, so far, the only granular bait that gives good control of OHA. I don’t think there’s any other granular bait on the market that can match what Advion Insect granular bait can do. It’s super attractive. Ants love it,” he says.

Buczowski believes the bait is attractive to all sweet- and protein-feeding ants, as he also effectively controlled carpenter ants in the field and Pharaoh ants in the lab with Advion Insect granular bait.

The bait is best used as part of a multi-layered, integrated pest management approach for large-colony ants. Gallagher suggests applying it to structure perimeters and yard hot spots, such as landscaping beds and along fence lines, to prevent colonies on neighboring properties from moving in. “Putting a granular bait out on top of the other formulations that you have could dramatically reduce your callbacks,” she says.

Keefer agrees. “The more active ingredients

and the more formulations you get into your protocol for these ants, the more successful you’re going to be,” he says.

Trusted Support

Potter says the support he receives from Syngenta is invaluable. “They have a lot of resources and they do really well on answering the questions and concerns that we have,” he says.

Syngenta is also committed to developing new Advion formulations and new products for the pest management industry. It spends \$1.5 billion annually on research and development to ensure its products deliver on their promise.

“A PMP can confidently go out and apply the Advion family of products and know they’re going to be successful,” says Keefer.

Learn more about the products and preferred use patterns for specific pests on the new Advion brand webpage from Syngenta at SyngentaPMP.com/Advion

“WE’VE GOT A RANGE OF PRODUCTS THAT OPERATE UNDER THE SAME CHEMISTRY AND UNDER THE SAME QUALITY STANDARDS OF THE ORIGINAL ADVION COCKROACH GEL BAIT. PMPs CAN TRUST THE ADVION BRAND NAME.”

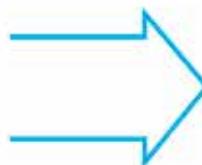


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NEW, ATTRACTIVE ADVION BAIT:

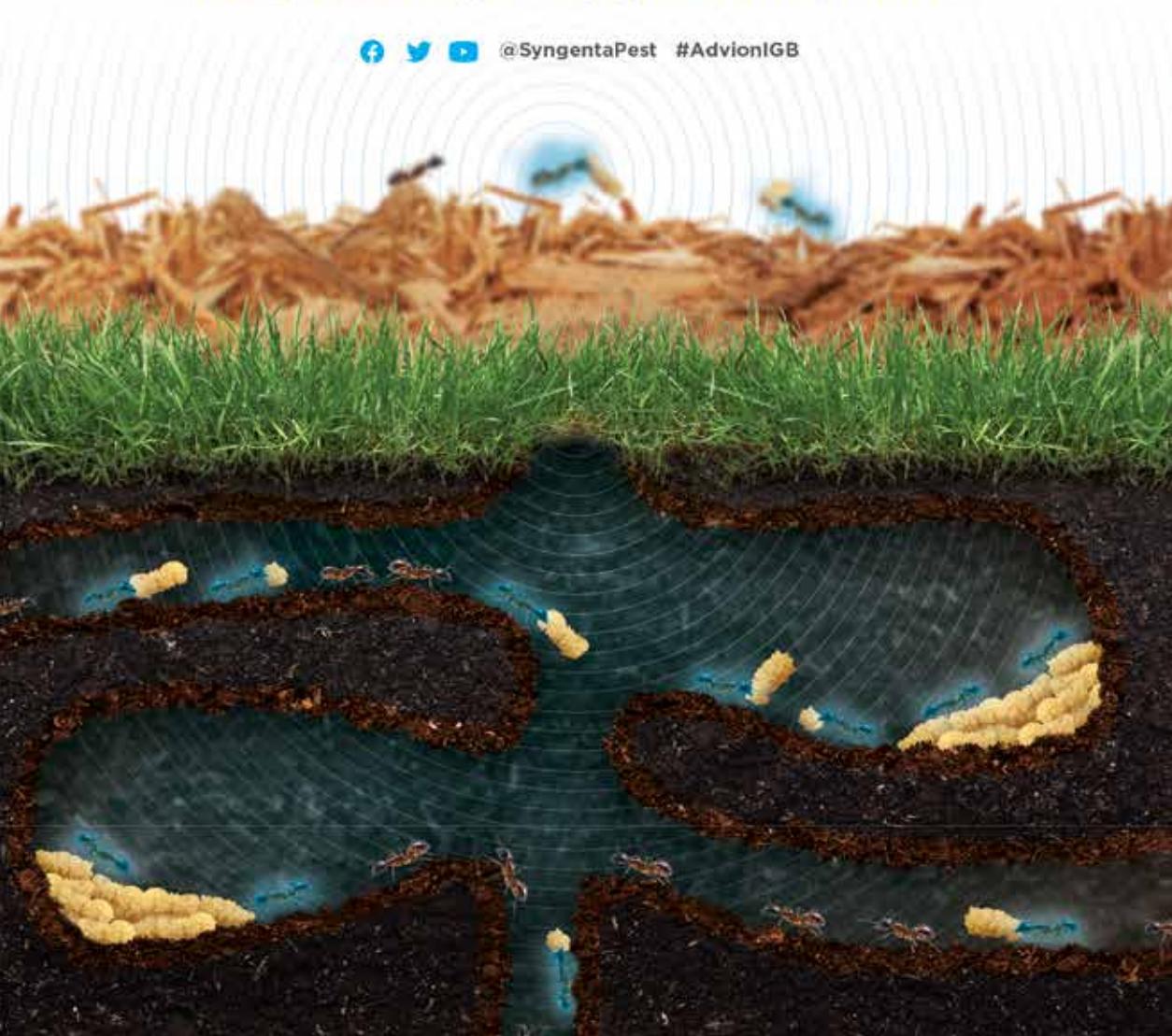
PASS IT ON



Experience greater bait consumption with the new, highly attractive Advion® Insect granular bait. Its MetaActive™ effect results in targeted control of pests like **ants, cockroaches, crickets and more.**

Order your free sample* at SyngentaPMP.com/AdvionIGB

   @SyngentaPest #AdvionIGB



 **Advion[®] Insect**
Granular bait

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The **SecureChoice brand** from Syngenta is better than ever, offering new tools to help PMPs effectively control the most challenging pests... or the re-treat is on them.



SecureChoice 2.0

Back in 2016, Reliable Pest Solutions added backyard mosquito control to its service offering by using the SecureChoiceSM Mosquito Assurance Program from Syngenta.

The program was just the push District Service Supervisor Chuck Houston needed. It provided the Hannibal, Missouri-based company with a proven protocol and a guarantee: If the program failed to control mosquitoes as promised, Syngenta would provide product free of charge to perform a re-treat.

Four years later, the mosquito business at Reliable Pest Solutions continues to grow, both as a stand-alone service and as an add-on to the company's premier, year-round pest control service. "It's definitely been worth our while," says Houston.

Many customers who sign up for the mosquito-only service – they're often referred by neighbors happy with the program – eventually become pest control customers.

And when customers add mosquito control onto their year-round pest control service, technicians can save time, often performing both services at once. "It's helped us eliminate one trip around the house," explains Houston.

More Choices, More Support

A lot has happened since Syngenta launched the SecureChoice Mosquito Assurance Program in 2014.

Not only has the company introduced additional assurance programs to help pest management professionals (PMPs) confidently control fleas, ticks, scorpions, spiders, fire ants and cockroaches, but it's developed a deep bench of virtual and hands-on learning tools to help support participants' success:

Online Learning Modules – These tutorials explore specific pests, various control protocols, best application practices, insights on products and more. To access the free learning modules, visit SyngentaPMP.com/SecureChoice and create a free SyngentaPMP.com account if you don't already have one. Short videos and webinars are also available as training resources that can be a quick refresher for technicians.

Application Academies – The academies combine classroom and hands-on learning on how best to use and calibrate different makes and models of equipment, from outdoor mist blowers for mosquito control to the tools needed to control cockroaches in commercial kitchens. Attendees learn best practices founded in research and how to demonstrate proficiency with each piece of equipment.

"The industry has gotten away from demonstrating and teaching application and calibration, especially onsite. We saw the need for that," says Dave McCormick, territory manager for Professional Pest Management (PPM) at Syngenta, North America, and an organizer of the academies.

The mulch bed demonstration – where attendees apply water at different dilution rates to a mulch bed lined with water-sensitive paper that turns blue when wet – is a favorite of Marshall Gaster, market manager for PPM at Syngenta, North America. Participants who apply the commonly used 1-gallon per 1,000-square-foot dilution rate (versus the 4-gallon rate recommended for mulch) find the paper under the mulch – where the ants would be – is not blue.

"It's just so eye opening for everybody. It shows how a proper application can mean the difference between going back to that house probably a week later," says Gaster.

Employees can earn continuing education credits for attending application academies, which can be customized for a company's specific business needs. Syngenta is developing virtual components and outdoor-only academies to comply with COVID-19 restrictions. To learn more, contact your local Syngenta territory manager.

NICKY GALLAGHER,
Technical Services Manager for PPM
At Syngenta, North America



"LIKE ALL OF OUR PROGRAMS, IT'S NOT JUST SOMETHING THAT WE QUICKLY PULLED TOGETHER AND RELEASED OVERNIGHT. THERE ARE YEARS OF DATA BEHIND ALL OF THIS. THIS IS A TRUE INTEGRATED PEST MANAGEMENT (IPM) PROGRAM."

Guaranteed Cockroach Control? That's Crazy!

WELL, NOT IF YOU'RE PARTICIPATING in the latest SecureChoiceSM assurance program from Syngenta.

The program is a fully integrated, layered approach to cockroach management that encompasses more than merely rotating bait active ingredients.

"Like all of our programs, it's not just something that we quickly pulled together and released overnight. There are years of data behind all of this. This is a true integrated pest management (IPM) program," says Nicky Gallagher, technical services manager for PPM at Syngenta, North America.

The program is based on field research conducted by Dr. Dini Miller of Virginia Tech, other university researchers and PMPs. It emphasizes inspection, monitoring, bait placement, multiple layers of control, a specific frequency of service visits, and resistance management. If it does not achieve the expected reduction in cockroach populations, Syngenta will provide product free of charge to re-treat the property.

"The end game here is that if you're going to follow this program, follow the rates and visit the site at the frequency level we suggest, that you're going to get at least 90 percent control during those first visits, as long as those first four visits are within a 60-day period," says Gallagher.

The SecureChoice Cockroach Assurance Program was introduced in September 2019 and Syngenta has received a lot of interesting feedback since then from PMPs, says Marshall Gaster, market manager for PPM at Syngenta, North America. "People were stating that this was crazy; you can't offer guarantees on cockroach control! But it's definitely been successful," he says.

PMPs often say they're doing IPM, but many fall short. "Doing a true cockroach protocol that follows the steps of our SecureChoice Cockroach Assurance Program is about as close to true IPM as you can get in this industry," says Eric Paysen, technical services manager for PPM at Syngenta, North America.

Learn more about SecureChoice assurance programs, learning modules and application academies at SyngentaPMP.com/SecureChoice or talk to your local Syngenta territory manager.



**PROVEN SOLUTIONS
YOU CAN RELY ON.**

**EXPERT SUPPORT
YOU CAN TRUST.**

Gain the know-how to confidently serve your customers with SecureChoiceSM. These offerings can help take the guesswork out of pest control so your business can realize its full potential.



Assurance Programs:

Put your customers at ease with SecureChoice assurance programs for mosquitoes, ticks, cockroaches and more.



Learning Modules:

Build your industry knowledge with free pest management tutorials.



Application Academy:

Get application training for your staff that's customized for your business needs.

Learn more by visiting
SyngentaPMP.com/SecureChoice.

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“The learning modules and application academies are ‘a total A-to-Z’ road map for using our products in the best way possible,” says McCormick.

Guaranteed Control

SecureChoice assurance programs promise control of specific pests, a commitment Syngenta does not take lightly.

That’s why the Syngenta technical services team worked with university researchers and PMPs to research and test protocols and application methods in the field. This process can take years to complete with the findings used to further improve the programs.

“Each SecureChoice assurance program has been extremely well-planned and well-researched before being released to customers,” says Nicky Gallagher, technical services manager for PPM at Syngenta, North America.

As such, PMPs can feel confident using the programs to introduce new services or enhance existing ones to control pervasive and challenging public health pests. In many ways, the hard work has been done for PMPs, which Houston found with the SecureChoice Mosquito Assurance Program. “It’s been a solid program that’s just been so easy to do. It works,” he says.

That confidence spreads to clients, as well. “There’s peace of mind for customers knowing you’re using something that is tested and proven,” says Gaster.

While the guarantee is important, Houston says it was the Syngenta customer service that really drove him to embrace the SecureChoice Mosquito Assurance Program.

He says Syngenta Territory Manager Mike Weissman “does great by us,” providing training, answering questions, helping with issues and periodically checking in to see how things are going.

“That definitely goes a long way; when you’re walking into a new program that you can be assured that you’re going to get backed by Syngenta,” says Houston. 🌿

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#SecureChoiceProgram

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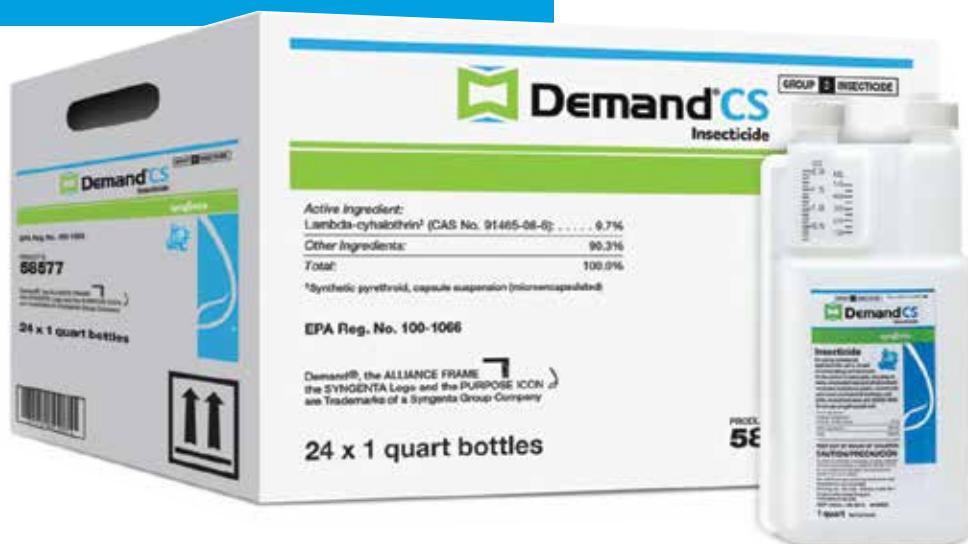
proven
PROTOCOLS

**SecureChoiceSM
assurance programs
from Syngenta include:**

- SecureChoice Mosquito Assurance Program
- SecureChoice Flea Assurance Program
- SecureChoice Tick Assurance Program
- SecureChoice Scorpion Assurance Program
- SecureChoice Spider Assurance Program
- SecureChoice Fire Ant Assurance Program
- SecureChoice Cockroach Assurance Program



PestPartners 365 provides yearlong rebate savings on Syngenta products. Even better, it offers bulk-purchase discounts on popular Syngenta products, including Demand CS insecticide.



 **PestPartnersSM365**

SAVE ALL YEAR LONG

The **PestPartners 365 Program** helped Think Pest Control upgrade to Demand CS insecticide, while reducing callbacks and saving the company a significant amount of money.

When you start a new business, money's tight. That's why Brandon Tribett used generic products with *lambda-cyhalothrin* when he opened Think Pest Control in Littleton, Colorado, three years ago.

The problem: "These knock-offs weren't performing like we expected," he recalls. As an exterior perimeter treatment, they were breaking down in

Colorado's brutal weather, which meant Tribett and his team were spending valuable time doing callbacks instead of serving new customers and growing the business.

Tribett was frustrated. He also wanted to expand into the Las Vegas market where the sun is even more intense and scorpions are a common pest, but he knew the knock-off products weren't up to the challenge.

A Revelation

Tribett's problem was solved last fall when he was introduced to the PestPartnersSM365 Program by Syngenta Territory Manager Scott Baldwin.

PestPartners 365 provides year-long rebate savings on Syngenta products. Even better for Tribett, it offers bulk-purchase discounts on popular Syngenta products, including Demand[®] CS insecticide.

The program gave Tribett access to a high-performing product – "there was no question Demand [CS] would work for scorpions," he says – at a very affordable price.

"It made Demand [CS] so reasonable in price that for us it just made sense for us to make the switch,"

he explains.

Demand CS is now the company's "workhorse product" with the micro-encapsulated formulation providing "way longer control" than the generics, says Tribett. "Overall this year, our re-treats are down. It really is getting us the result we want," he assures.

Bulking Up To Save

Making the commitment to buy in bulk was a concern at first for Tribett until he sat down with Baldwin to plan out his product needs for the upcoming season. Pest Management Professionals (PMPs) can also use the PestPartners 365 online rebate calculator or manual worksheet to do this.

Based on his projected usage, and after evaluating the program's quantity-based pricing tiers, Tribett chose to purchase five master shippers of Demand CS, "which gets the price down really low" compared to buying individual bottles. A Demand CS master shipper contains 24 one-quart containers.

This initial order carried Think Pest Control through July, which relieved Tribett of the hassle of ordering product each month.



It also ensured he had enough Demand CS on hand to serve a growing number of new customers.

“Just knowing that we have a bunch in stock, that the price is great; there were a lot of perks to it,” says Tribett on participating in PestPartners 365.

The program’s SummerPay™ terms, which extend credit interest free on select Syngenta products through June, were icing on the cake from a cash-flow perspective, especially since Tribett placed his five-figure bulk order during the slow season when less money was coming in.

In fact, SummerPay actually helped Tribett expand his business. “We didn’t have to pull money out from anywhere to place the order. We kept our advertising budgets all the same through the spring-time. We hit the growth level that we wanted and that made it easy to pay off the product,” he explains.

Yearlong Benefits

PestPartners 365 helps make saving simple by providing rebates on product purchases all year long after qualifying.

Here’s how it works: Each product package is assigned a rebate amount. To qualify for the program, PMPs must earn at least \$200 in base rebate dollars during the seven-month qualifying period (October 1, 2020 to April 30, 2021). The more product you order during the qualifying period, the higher your rebate level. Once qualified, PMPs earn rebates on all Syngenta product purchases made through September 30, 2021.

Rebate checks are mailed in August and November of 2021. An Early Order Bonus check, mailed in February 2021, is earned for purchasing at least \$500 in base rebates by December 9, 2020. Ordering the products you’ll need in 2021 before the end of this year can make it easier on PMPs to plan for the year ahead, reminds Marshall Gaster, market manager for Professional Pest Management (PPM) at Syngenta, North America.

With PestPartners 365, you don’t have

KRISTEN OAKLEY, Marketing Communications Manager for PPM at Syngenta, North America



“WE HOPE THAT THE FLEXIBILITY WE PROVIDE IN OFFERING REBATE SAVINGS ON ALL OF OUR PRODUCTS GIVES PMPs THE FLEXIBILITY THEY NEED TO MAKE THE BEST PRODUCT DECISIONS FOR THEIR BUSINESSES WITHOUT MISSING OUT ON SAVINGS.”

to chase limited-time product promotions to save money. You also don’t have to register for the program or file rebate paperwork; your preferred distributor partner does it all for you. “It’s a really simple program,” assures Gaster.

Even more convenient: As part of the 2021 program, PMPs can check their rebate status online. Just sign in to your SyngentaPMP.com account – or create a free account – and go to PestPartners365.com/RebateStatus, which now tracks purchases and estimates your rebate level and amount.

Tribett planned to use his August 2020 rebate check, anticipated to be a few thousand dollars, to host a corporate retreat for his team. “The price makes it so great when you buy in bulk that the rebate is just kind of an added bonus, so we’re like, let’s just do something more fun with it,” he says.

Other PMPs have used PestPartners 365 rebate money to host company awards dinners, buy new equipment, and purchase more Syngenta products.

Nothing Compares

Tribett evaluated rebate programs from other manufacturers but found them lacking. He likes how the PestPartners 365 program lets him earn rebates on all Syngenta products, not just a select few.

That’s important because besides Demand CS, Tribett relies heavily on Advion® insecticide brand gel baits for ants and cockroaches, Optigard® Ant gel bait and Tandem® insecticide.

“We hope that the flexibility we provide in offering rebate savings on all of our products gives PMPs the flexibility they

need to make the best product decisions for their businesses without missing out on savings,” says Kristen Oakley, marketing communications manager for PPM at Syngenta, North America.

Just as important is the technical and business support that Tribett gets from Syngenta and Baldwin in particular. “From a people standpoint, a product standpoint, you can just rely on Syngenta,” he explains.

Now in its seventh year, PestPartners 365 was the first rebate program of its kind in the pest control industry. “We’re helping fulfill our mission of providing a life uninterrupted by pests by allowing our PMPs to do so with ease and with the right tools in hand,” says Oakley.

Tribett couldn’t agree more. “Nothing compares to the Syngenta reward program. It’s laid out, it gives you discounts right up front for buying in bulk and it gives you a pretty decent incentive come fall for having done so,” he says.

Learn more about the PestPartners 365 Program online at PestPartners365.com or contact your local Syngenta territory manager.



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buy any products
+ lock in rebates

save all year

Saving is simpler than you think.

The 2021 PestPartnersSM 365 Program makes it easy for businesses of **any size** to save. All year long.



Purchase any products*



No forms required



Save all year

Learn more at PestPartners365.com

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*Visit PestPartners365.com/Terms for full 2021 program terms and conditions.

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32ND ANNUAL CROWN LEADERSHIP AWARDS

HONOR ROLL

An Alphabetical Listing of the 1989-2019 Leadership Classes.

98	John Abell Abell Pest Control	09	John Bolanos Univar	02	George & Lucy Conn Conn Pest Control
91	Paul Adams Adams Pest Control	03	David Boose PestMasters Termite & Pest Control	89	John Cook Cook's Pest Control
95	Jimmy Allgood Allgood Services	04	Ed Bordes New Orleans Mosquito & Termite Control Board	94	Bryan Cooksey Jr. McCall Service
97	Lonnie Alonso Columbus Pest Control	16	Michael Botha Big Sky Pest Solutions	14	J. Bryan Cooksey III McCall Service
10	Tom Anderson Western Exterminator Co.	10	Tom Brackett Terminix International	91	Norm Cooper Exterminating Services Co. (ESCO)
10	Tom Anfora Western Exterminator Co.	93	Ed Bradbury Viking Termite & Pest Control	10	Phil Cooper Cooper Pest Solutions
17	Juan Angulo Jr. Superior-Angran	07	Jack Broome PermaTreat Pest Control	01	Richard Cooper Cooper Pest Solutions
97	Juan Angulo Sr. Superior-Angran	01	Jay Bruesch Plunkett's Pest Control	13	Pat Copps Orkin Pest Control
04	Steve Arnold Peachtree Pest Control	05	Debbie Byrne Western Exterminator Co.	90	Noad Corley Corley Pest Control
89	Roy Ashton Western Exterminator Co.	92	Robert Caldwell ACME Exterminating Co.	00	Robert Corrigan RMC Pest Management Consulting
05	Phil Augustine Augustine Exterminators	11	Bruce Carter Carter Services	96	Ray Crim Arrow Exterminators
17	Stuart Aust Bug Doctor/Anticimex	99	Bob Case Sears Termite & Pest Control	90	Tom DeLay Albo Pest Control
97	Jim Ayccock Cook's Pest Control	04	Stephen Certa Watch All	98	Tom Diederich Orkin Pest Control
04	Jerry Batzner Batzner Pest Management	13	Gene Chafe Senske Services	07	Charles Dixon Dixon Exterminating Co.
06	Greg Baumann NPMA	08	John Chapman Terminix International	09	Robert Dixon Dixon's Termite & Pest Control
07	Ron Belknap Capital City Exterminating Co.	11	Chris Christensen Christensen's Urban Insect Solutions	94	Bob Dold Rose Pest Solutions
95	John Bell Bell Pest Control	89	Bill Clark Bill Clark Pest Control	96	Judy Dold Rose Pest Solutions
03	Rick Bell Arrow Exterminators	92	Charles Clark Clark Pest Control	13	Robert Dold Jr. Rose Pest Solutions
94	Richard Berman Waltham Services	99	Jim Clark Sr. Clark Pest Control	11	Chris Donaghy Residex-Turigrass
89	Norman Besheer Gunter Exterminating Co.	04	Terry Clark Clark Pest Control	02	Charles Efirm Modern Exterminating Co.
11	Judy Black The Steritech Group	93	Phillip Clegg Clegg's Termite & Pest Control	98	Norm Ehmann Van Waters & Rogers
07	Harden Blackwell Terminix Co.	03	Greg Clendenin Middleton Lawn & Pest Control	04	Eric Eicher The Steritech Group
93	Donnie Blake OPC	18	Dan Collins Collins Pest Management	02	Peter Eldridge Apex Pest Control
94	Lee Blevins Antimite	91	Ward Combs Sr. Presto-X	00	Bonnie Everts PESCO Pest Control Services
08	Ed Blumenthal Massey Services	99	Ward Combs II Presto-X	01	Herb Field Lloyd Pest Control



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

99	Tim Hulett Hulett Environmental Services
94	Pat Humphrey Wicker Lester Humphrey Pest Control
02	Jon Isaacs Schendel Services
00	Russ Ives Rose Pest Solutions
03	Allen James Responsible Industry for a Sound Environment
89	Don Jamison Jamison Pest Control
93	Jim Jamison Jamison Pest Control
19	Tom Jarzynka Massey Services
97	Bobby Jenkins ABC Home & Commercial Services
08	Dennis Jenkins ABC Home & Commercial Services
99	Raleigh Jenkins ABC Home & Commercial Services
89	Robert Jenkins ABC Pest Control
08	Sandy Jenkins ABC Home & Commercial Services
08	Valera Jessee UPF&DA/Georgia Pest Control Association
95	Robert John Jr. J&J Exterminating Co.
95	Robert John Sr. J&J Exterminating Co.
11	Jeff Johnson A-Active Termite & Pest Control
12	Ray Johnson Johnson Pest Control
16	Adam Jones Massey Services
93	Bob Jones Florida Pest Control & Chemical Co.
12	Susan Jones The Ohio State University
16	Dennis Judy Allgood Pest Solutions
16	Dr. Shripat Kamble University of Nebraska
99	Brad Kard USDA Forest Service
92	Michael Katz Western Exterminator Co.
01	Clarke Keenan Waltham Services
89	Richard Keenan Waltham Services
14	Stephen Kells University of Minnesota
94	Jerry Keown Presto-X
01	Ralph Killough Killo Exterminating Co.
02	Richard Kirshner Aerex Pest Control Services
18	Karl Kisner Univar Solutions
06	Bob Klein Assured Environments

10	John Klotz University of California
09	Lex Knox Terminix Service
95	Philip Koehler University of Florida
08	Kevin Kordek A-Active Termite & Pest Control
02	Richard Kramer Innovative Pest Management
93	Robert Kunst Fischer Environmental Services
01	Rob Lederer NPMA
15	Jennifer Leggett Lindsey Pest Services
93	Harold Leyse Adam's Pest Control
08	Todd Leyse Adam's Pest Control
06	Joe Lupini Loyal Termite & Pest Control
05	Cindy Mannes Professional Pest Management Alliance
96	Andy Mannino Sr. AMCO-Ranger Pest Control
08	Jack Marlowe Eden Advanced Pest Technologies
96	Edward Martin Jr. Terminix Service Co.
92	Harvey Massey Massey Services
12	Tony Massey Massey Services
90	George Matthews Jr. Modern Exterminating Co.
90	George Matthews Sr. Modern Exterminating Co.
01	Mike McCauley The Bug Man
15	Chris McCloud McCloud Services
08	Phil McCloud McCloud Services
15	Trace McEuen Univar
92	Vern McKinzie McKinzie Pest Control
16	Scott McNeely McNeely Pest Control
19	Ray Meyers RJM Contracting
09	Dini Miller Virginia Tech
02	Tom Moore Copesan Services
03	Butch Morrison Adams Pest Control
06	Gary Muldoon Orkin Pest Control/PCO Services
91	Larry Musgrove Musgrove's Pest Control



04	Danny Myers Myers Pest & Termite Services
17	John Myers Rentokil Steritech
16	Tom Myers All-Rite Pest Control
13	Deni Naumann Copesan Services
91	Bruce Nelson Western Industries
11	Phil "Doc" Nichols Massey Services
92	Jay Nixon American Pest Management
93	Bill Nolen Truly Nolen of America
95	Scott Nolen Truly Nolen of America
99	Truly Nolen Truly Nolen of America
89	James Ogle Lloyd Pest Control
07	Jamie Ogle Lloyd Pest Control
18	Faith Oi University of Florida
09	Millard & Ada Oldham Oldham Chemicals Co.
92	John O'Reilly Plunkett's Pest Control
10	Stacy O'Reilly Plunkett's Pest Control
94	John Osmun Purdue University
03	Kevin Pass Action Pest Control
00	Ron Pelham Dewey Pest Control
09	David Pomfret Fahey Pest Management
01	Mike Potter University of Kentucky
95	Bert Putterman Arizona Exterminating Co.
01	George Rambo George Rambo Consulting Services
10	Lon Records Target Specialty Products
97	Gordon Redd Jr. Redd Pest Solutions
91	J.C. Redd Redd Pest Control
08	Don Reiersen University of California
13	Roland Rhodes Rhodes Chemical Co.
07	Greg Rice Hulett Environmental Services
19	Claudia Riegel New Orleans Mosquito & Termite Control Board
00	Rick Rogers Myers Pest & Termite Services

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

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

CROWN LEADERSHIP AWARDS

CLASS *of* 2020



Grzegorz
BUCZKOWSKI
Purdue University
West Lafayette, Ind.



Faye
GOLDEN
Cook's Pest Control
Decatur, Ala.



Marsha & Tommy
REEVES
Oldham Chemicals Co.
Memphis, Tenn.



Kevin
SMITH
Rollins, Inc.
Atlanta, Ga.



Jim
STEED
Neighborly Pest Management
Sacramento, Calif.



Darren
VAN STEENWYK
Clark Pest Control
Lodi, Calif.

SYNGENTA PROFESSIONAL PEST MANAGEMENT and PCT magazine are pleased to announce the winners of the 2020 Crown Leadership Awards, as well as acknowledge the ongoing contributions of the past recipients of this prestigious award. For more than three decades, the Crown Leadership Awards have been presented annually to pest management professionals, university educators, distributors, association officials and other industry stakeholders who uphold the highest standards of industry ethics, while contributing their time and talent to a wide array of professional and civic organizations. Please join PCT and Syngenta Professional Pest Management in honoring the Class of 2020!



Darren VAN STEENWYK

The director of learning and technical services at Clark Pest Control has stepped up the company's training game in response to the COVID-19 pandemic.

At a time when the pest management industry has again been called to protect food, property and people from pests and pathogens, its leaders have stepped up and delivered.

Darren Van Steenwyk, director of learning and technical services for Clark Pest Control in Lodi, Calif., has done just that.

A 14-year veteran of Clark Pest Control, one of California's most well-respected and recognizable companies, Van Steenwyk has seen and experienced a lot while digging deep to identify new treatment techniques, solve a client's pest issue or train technicians on the finer points of pest control. It's a job he loves and one that has required a new measure of flexibility and creativity in 2020.

When Clark moved the bulk of its in-person training to virtual platforms during the COVID-19 pandemic, a creative approach was needed, and it was needed *fast*. Adding to the challenge for Van Steenwyk was the launch of Essential Clean, Clark's disinfection services division, amidst the crisis.

With a full plate in front of them, Van Steenwyk and his team put together a series of videos and online comprehension tests for the disinfection services training. While some of the training required an in-person component, the service teams were able to tackle much of the pretraining virtually and reduce the amount of in-person time that was required.



"There was no way we could eliminate the in-person component because of the specialized nature of the training but we were able to get a lot work done in advance and still meet our high standards," says Van Steenwyk.

Going forward Van Steenwyk feels the shift to virtual learning will force industry educators and trainers be more efficient in their instructional time.

"Having an all-day seminar for sake of having one won't be part of the formula," says Van Steenwyk. "There will be more virtual work done ahead of



THE VAN STEENWYK FILE



“Darren’s driven to do what’s right and find the solution that is best for the customer, company and industry. He believes we can always do better when it comes to elevating training and professionalism and building equity in industry.”

**NICOLE
KIRWAN KEEFE,**

Vice President of Strategic Growth,
Clark Pest Control

in-person training events to maximize the time allotted.”

He feels technicians must be more active participants in multi-platform training efforts and not just wait for the information to be shared.

“There will be greater focus on preparation and that will play to the strengths of high-performing technicians who go above and beyond,” says Van Steenwyk. “They already understand how what they are learning can be applied for the benefit of customers and have a sense of empathy of what the customer sees and feels.”



(Left to right) Darren, Luke, Madeline and Jennifer Van Steenwyk.

NAME | Darren Van Steenwyk, B.C.E.

COMPANY | Clark Pest Control

TITLE | Director of Learning and Technical Services

LOCATION | Lodi, Calif.

EDUCATION | University of California, Davis, Bachelor of Science in Biological Sciences; University of Florida, Master’s with emphasis in pest management

WIFE | Jennifer | **CHILDREN** | Madeline (14) and Luke (11)

CAREER

- **2002 – 2005: Sales representative, Univar USA (now Vesperis)**
- **2006 – 2019: Technical Director, Clark Pest Control**
- **2019 – present: Director of Learning and Technical Services**
- **Board Certified Entomologist**
- **Appointed to the California Structural Pest Control Board in 2016, serving as President from 2018-2020.**
- **An active member in the National Pest Management Association, Pest Control Operators of California, California Association of Pest Control Advisors, Entomological Society of America and the Northern California US Green Building Council.**
- **Current chair of the PCOC Legislative Committee**
- **Has chaired and served on various committees at the national and state level including the NPMA Technical Committee, Pest Management Foundation, PCOC Executive Board, PCOC IPM Committee, UC IPM Program Review Committee Member, and IPM Continuing Education Committee for the California Structural Pest Control Board.**



Darren Van Steenwyk (center) enjoys working side-by-side with Clark technicians in the field.



“His passion and intelligence have always been evident, and I knew he would grow into an asset not only for our company but the industry as well. I am proud of the many years we have shared developing Clark’s technical offerings and supporting the pest control industry.”

ROBERT BAKER,
President, Clark Pest Control

Focus on Education

It should come as no surprise Van Steenwyk developed an innate sense of curiosity and passion for learning. His father, Bob, was an extension entomologist at the University of California, Berkeley, specializing in production agriculture.

During summers in high school and college Van Steenwyk worked as a research assistant with his dad and that led to an internship with Dow AgroSciences and extended hours working in the research labs at the University of California, Davis where he earned his undergraduate degree.

Following graduation, Van Steenwyk took a sales position with Univar in the Bay Area selling to specialty markets including pest control. His debut in the industry coincided with the widely used pesticide, Dursban, being exited out of the market. This forced customers to shift course and Van Steenwyk dove headfirst into identifying alternatives.

“It was a crash course on products, labels and active ingredients, and working with clients to identify new chemistries that allowed them to continue to eliminate pests and protect people and property,” recalls Van Steenwyk.

During this time Van Steenwyk gained a deeper appreciation and interest in the problem-solving side of the business versus the sales side. This led the Northern California native to join Clark Pest Control as the company’s technical director in 2006.

Clark Pest Control President Robert Baker noticed his drive and energy and thought he would be a good fit to grow and diversify the company’s technical efforts.

“I met Darren when he first started in the industry working at Univar,” says Baker. “His passion and intelligence have always been evident, and I knew he would grow into an asset not only for our company but the industry as well. I am proud of the many years we have shared developing Clark’s technical offerings and supporting the pest control industry.”

During his tenure at Clark, Van Steenwyk’s focused leadership has continually identified new application techniques and best practices while developing broader, more detailed training programs for its technicians.

“Darren’s driven to do what’s right and find the solution that is best for the customer, company and industry,” says Nicole Kirwan Keefe, vice president of strategic growth for Clark. “He believes we can always do better when it comes to elevating training and professionalism and building equity in industry.”

In 2019, Van Steenwyk added the company’s learning services responsibilities to his duties and that paired well with his technical background. Clark has focused on building a deep well of internal technical expertise through programs like the Associate Certified Entomologist (A.C.E.) accreditation program and Van Steenwyk is leading the charge.

His work the last two years as president of the California Structural Pest Control Board gave Van Steenwyk a look into a segment of the pest management industry that bares no resemblance to the work performed at Clark or by the majority of companies in the Golden State.

“The board deals with licensing issues and in that capacity, you see some of the industry’s bad actors,” says Van Steenwyk. “To see the negative impact the actions of a few can have on the entire industry drives me to do what I do for Clark and for the industry and that is working to make it the best it can be.”

A Lifetime of Support

Aiming to be the best and not shying away from hard work are lessons he learned from his mentors. His dad was the first to teach him the value of a strong work ethic. Van Steenwyk also credits Robert Baker and the late John Charleston from his time at Univar for imparting lessons of loyalty and how to work with and read people.

“My mentors have blessed me with knowledge that has helped build my career and shape me as an individual,” says Van Steenwyk. “They each saw the potential in me and for that I am grateful.”

Away from work Van Steenwyk and his wife, Jennifer, and children, Madeline and Luke, enjoy outdoor adventures from skiing to hiking. They also spend time at their church volunteering to feed the homeless through a weekly meal.

“Working with the meal ministry reminds me to appreciate the people and position I have,” says Van Steenwyk. “And that no one is above being one or two decisions away from needing help.” 🌿

THE FUTURE OF TRAINING *and* TECHNOLOGY

IN THE WAKE OF THE CORONAVIRUS PANDEMIC, what will the future of education and training look like for the pest management industry? How will technicians be onboarded? How will CEUs be earned? Is in person training as we’ve known it over?

“The training and education will be way beyond just how to kill bugs,” says Darren Van Steenwyk, director of learning and technical services for Clark Pest Control. “It will involve a heavy dose of technology, and understanding what technology offers and what it doesn’t.”

Technology will also extend beyond the training room and into the field, and company IT departments are going to be more engaged in the process.

“IT support will be needed to deliver pest control applications like remote monitoring for rodents, and technical and training directors must be able to foresee the impact on their company, technicians and clients,” says Van Steenwyk. “A technical director will have their fingers in many more pots than they did five or 10 year ago.”

He appreciates and looks forward to the unique role the industry’s technical directors will play in the future.

“Technical directors are a special group and the skills they bring to the table will continue to grow in the years ahead,” says Van Steenwyk. “They have the ability to influence not only how their company and industry delivers services but how it is perceived by consumers. It excites me to think of what lies ahead.”





Jim Steed has spent countless hours in California's capitol advocating for the pest control industry.

PHOTO: FRANCISCO CHAVIRA

Jim STEED

Successful Sacramento PCO has become an important regulatory voice for the pest control industry in California.

As one of the pest management industry's most active and effective advocates on regulatory/legislative issues, Neighborly Pest Management President Jim Steed has a very simple explanation why he sacrifices considerable time away from his company for a pursuit filled with as many losses as wins.

"Everything I ever hoped to find I found in this industry, and it's really what drives my passion for advocating for it," Steed said. "This industry has given me so much that there really is no way I could even it up, but I try to do what I can by advocating in the regulatory and legislative areas."

What the pest control industry has given Steed is an opportunity to work his way through the ranks from technician to president of a fast-growing pest control firm that has developed a reputation as an outstanding service provider and top-notch employer in the greater Sacramento area.

What is Steed's secret to success? Whether its appearing before the state senate and assembly, or leading the Neighborly team, Steed understands how to connect with people, everyone from state legislators to his company's CSRs and service technicians.

As Jim Fredericks, vice president, technical and regulatory affairs, National Pest Management Association, commented, "Some people just have a knack for communicating complex issues in ways that make sense. Jim is one of those people."

Seeing An Opportunity

In the early 1990s, Steed, like many other young adults, was finding his way in the world, working in landscape construction and contemplating his future. On one of Steed's off days his mom — who was volunteering at an employment place — phoned her son and asked him to drop off her lunch, which she had left at home. While there, Steed saw a description for an opening at Neighborly Pest Management.

"I thought to myself, spraying sounds a lot easier than moving sod and moss and rocks, so I applied for the job and got hired on February 1, 1993, as an assistant spray technician in the turf and ornamental department," Steed recalls.

In those early years, Steed worked during the day, and at night he attended classes at a local community college, studying English and philosophy. "But once I got involved in the industry, I learned that I could make more money the harder I worked because it was commission-based. I quickly learned that coming in early, staying late, and working hard paid really well, especially compared to what I was making before."

Steed's performance in the field caught the attention of owners Rod Gollmyer and Elliott Roberts, and they began giving him additional responsibilities and titles. Pretty soon, Steed was running the daily operations of the business, allowing Gollmyer and Roberts to start winding down their daily involvement.

In 1999, Gollmyer and Roberts sat down with Steed to map out their exit plan and Steed's future with the firm. "So, I worked for seven more years as an employee, and



THE STEED FILE

| NAME | Jim Steed

| COMPANY |
Neighborly Pest Management



| TITLE | President

| LOCATION | Sacramento,
Calif.

| BACKGROUND | First job after high school (late 1980s) was working for a company that made roll-up, industrial doors; church mission work in Houston; started as a lawn technician at Neighborly Pest Control in 1993; took minority ownership of Neighborly in 2006, and full ownership in 2013.

| PERSONAL | Married since 2014 to wife Tammie. Between the two, the couple has six children. Hobbies include traveling and camping with his family; cooking/ barbecuing; mountain biking; known for his quick, humorous wit.

| INDUSTRY AFFILIATIONS |

Executive member and past president of PCOC (Pest Control Operators of California); numerous appearances before state senate and assembly committees on behalf of PCOC; member of NPMA's Public Policy Committee; California SPAR (State Policy Affairs Representative) with NPMA.



Steed has proven an effective communicator, whether with his team or customers (bottom left).



a MASTER BBQER

Something many of Jim Steed's colleagues do NOT know about him is his prowess around a smoker. "I have a couple of old smokers and I love to cook for crowds of at least 40 or so," said Steed, who added he has been cooking for crowds for about 15 years. In fact, the largest crowd he ever cooked for was almost 400. Steed has even cooked for wedding parties. Throughout the years, Steed says he has "accumulated a lot of barbecue recipes. I get snobby in the kitchen with my clad pans, my ankle knife. People like to eat what I cook, but if you're going to be in the kitchen with me, you have to be on board," he joked.

in 2006 I was able to join them and have a piece of ownership. Then progressively over the years, I got more ownership, and then when they were almost ready to retire (in 2013) I took over full ownership of the company."

An Evolving Business

In the seven years since becoming owner, Steed has carried on the Neighborly culture established by mentors Gollmyer and Roberts, while also leading with a style and purpose all his own.

"Well, the first thing I did was change our logo to something that I thought was a little more 2013 than 1978," Steed recalls with a chuckle. He also helped bring Neighborly more into the digital age, particularly in terms of using the Internet for sales and marketing purposes.

Other changes were less obvious, but perhaps of greater importance. "We began to modernize the way we communicated with our technicians and our customers," he said. For example, Neighborly has improved and streamlined the way the company communicates to real estate agents, important relationships for the company.

When it comes to communicating and dealing with others, the company takes its lead from Steed, says Carlos Chitiva, a service technician at Neighborly the last 19 years. "If you do something well, Jim will compliment and reward you, and if you do something wrong he will let you know that too, but he will do it in a constructive way."

Service professionals like Chitiva, who have cultivated long-term relationships with their customers, are key to Neighborly's success, said Steed. Understanding that a company is only as good as its men and women in the field, Steed has implemented a rigorous hiring process to ensure that the Neighborly attracts, hires and retains the best possible people.



"We just hired two new employees and it took me six weeks to find them. And that's really, really tough. We've had probably a dozen candidates, many of whom were licensed and wanted to come work for Neighborly because we have a pretty good reputation. But we held out to look for folks that seem to have the same set of shared values," said Steed.

The result is Neighborly has many service professionals, such as Chitiva, with 8-10 (or more) years with the company. These practices, as well as



other initiatives, are paying off for Neighborly, which has grown to service greater Sacramento and now employs 28 (up from 14 when Steed joined the firm in 1993).

Regulatory Involvement

Even before Steed officially took the reins at Neighborly, he began getting more and more involved in PCOC. The pest control industry in California is under constant pressure from activists. That more anti-pesticide restrictions have not been put in place is a credit to PCOC and some of the leaders who have served on its board such as Tom Meany and Darrell Ennes. These and other members inspired to Steed to get involved.

Steed has proven to be a natural at dissecting sometimes complex regulatory issues and deftly explaining the pest control industry's position.

"Jim is excellent at telling the story and describing our point of view," said Darren Van Steenwyk, technical director, Clark Pest Control, and fellow PCOC member. "There are many assumptions that our legislators make about us and our opinions; Jim takes the time to educate them and to correct any of those assumptions."

Adds PCOC Executive Director Chris Reardon. "Jim is effective because he is authentic, experienced and always comes prepared."

It's also been incredibly helpful for PCOC to call on Steed because of his proximity to the state capitol building, said NPMA's Fredericks. "Being in Sacramento makes it easier for Jim to be available to testify before lawmakers, visit offices or meet with regulatory officials. But it's more than just proximity that makes Jim so valuable. The generosity he has with his time and his earnest advocacy for the industry are what makes him so effective as a leader."

In recent years Steed has been on the frontlines for PCOC in the association's ongoing fight against California legislation threatening to take away rodenticide options in California.

As Van Steenwyk noted, "Jim has made multiple visits to the Capitol building over years, telling our story and the impact that this would have on our industry. He worked to find common ground when the proponents of the bills did not want to. He testified on the behalf of our industry describing to the committees some of the realities of the situation, not playing on sensationalism."

"The generosity Jim has with his time and his earnest advocacy for the industry are what makes him so effective as a leader. Jim has sacrificed time away from his business to be a leader for industry causes in Sacramento. He stepped up and had the courage to take plenty of heat by being the face of our industry during difficult times."

JIM FREDERICKS,
Vice President of Technical &
Regulatory Affairs, NPMA

Looking Ahead

Another strategic growth decision that has been paying off for Steed was bringing on junior partner Sean Bradley (age 43) in 2013. A former claims adjuster who was "not enjoying the cubicle life," as he put it, Bradley joined Neighborly in 2006 on the advice of his father-law-law (original partner Rod Gollmyer). He too has risen through the ranks at Neighborly from technician to manager to head of operations. In many respects, the apprenticeship Bradley is gaining at Neighborly is very similar to the one Steed received from Gollmyer and Roberts.

Bradley said he has enjoyed learning from Steed; the two will discuss everything from personality traits of potential new technicians and sales representatives to routing to big-picture growth initiatives.

"A lot of it is just about how he treats employees. No matter how busy Jim is he takes the time to find out how [employees] are doing at work and in their personal lives," said Bradley, who added that it's not uncommon for Steed to help employees with outside-of-the-workplace issues like securing home and auto loans. "One of the things Jim says is 'If you take care of your employees, they will take care of your business.'"

With Bradley taking some of the day-to-day responsibilities off his plate, Steed has been able to spend more time traveling and being with his family, not to mention continue his active PCOC involvement.

The partnership also has given Steed more time to plot strategic growth plans. By combination of organic growth and acquisitions, Steed thinks Neighborly has a chance to double both in annual revenues and service area in the next five years.

While Neighborly's recent growth is a point of pride for Steed, what really "gets him up in the morning" is knowing the impact he can have on others, particularly his employees. "I have six employees that have bought their first home since they've come to Neighborly. It's not been overnight, but what I do is I connect them with a plan and resources, and once they work on it usually within a couple of years, they're able to buy a home. And those that have been able to do that are now coaching and shepherding others as well.

So, it has been really gratifying to me to know that I have folks who have full benefits, who make a great living wage and who are able to become homeowners." 🌸



Marsha and Tommy Reeves enjoy spending time with family, along with their “extended family” – the customers of Oldham Chemicals.

Marsha & Tommy **REEVES**

This dynamic duo is serving a new generation of PMPs while honoring their family’s legacy of pest control industry market commitment.

Marsha and Tommy Reeves understand the family-oriented nature of the pest control industry because they’ve lived it.

The daughter of industry icons Millard and Ada Oldham, Marsha grew up in the pest control industry, watching her beloved parents build Oldham Chemicals Company into one of the country’s leading pest control distributors. The company currently operates service centers throughout the Southeast.

A Family Legacy

Marsha’s parents met in college, where they played in the marching band together before graduating, tying the knot and launching their fledgling business.



THE REEVES FILE

NAME | Marsha & Tommy Reeves

COMPANY | Oldham Chemicals Co.

TITLE | Each serve as Vice President

LOCATION | Memphis, Tenn.

EDUCATION | Marsha: Bachelor of Business Administration, Management, Lambuth University

Tommy: Bachelor of Business Administration, Accounting, Lambuth University; Law Degree, University of Memphis

CAREER | Marsha has worked for Oldham Chemicals her entire life in a variety of roles including shipping and receiving, purchasing, and customer service, performing tasks essential to the success of the business. Tommy worked for Scott, Barnum & Blythe, an accounting firm in Memphis, following college. After earning his law degree, he worked for Hoffman, Hughes, McWherter, a law firm in Memphis. He joined Oldham Chemicals in 1987. Tommy has served multiple terms as president of UPFDA (1997-1999, 2012-2013 and 2013-2014). He is also active in state and local associations.



Tommy and Marsha Reeves and Ada and Millard Oldham. Marsha is holding daughter Stephanie in the photo at left.



Millard and Ada Oldham with Marsha as a child.

PERSONAL | Married 39 years; daughter Stephanie and son-in-law Blake O'Briant; three grandchildren – Hailey, 8, Fallon, 6, and Aiden, 3. Marsha enjoys playing saxophone in the church orchestra and spending time with family. Tommy enjoys photography and spending time with family.

That was more than 50 years and three great grandchildren ago!

“The toughest times were the first year or two after starting the business. We lived on \$100 a week,” Millard recalls of those early days. “Thank goodness my father-in-law gave me a truck or we couldn’t have made a go of it.”

Marsha spent her formative years around the pest control industry, working summers and during school breaks at the company. “As a child, I worked in the warehouse and flagged down the UPS driver before moving into the office and doing different kinds of clerical work,” she says. “Since we didn’t have computers, all the invoices were hand-written, so it was very labor-intensive.”

“She has worked her entire life for the company, doing invoicing as a teenager, and later doing almost every single job in the business,” says industry colleague and family friend Dr. Jerome Goddard, extension professor, Mississippi State University. “There’s no aspect of the Oldham Chemicals business that she doesn’t know about. She’s done it all!”

Marsha also represented the company at local, state and national meetings, including the Five States Conference, where she would work the tradeshow booth, interacting with customers and handing out promotional items. “It wasn’t exactly a vacation, but I had fun,” she says.

As a result, Tommy says, “Marsha was taught customer service at an early age.”

Like many successful entrepreneurs, the Oldhams were able to keep their business and personal lives separate most days.

“Even though they were busy growing the business, they had time for me,” Marsha recalls. “They went to all my band functions and we attended church together.”

A Perfect Match

Tommy met Marsha their junior year in college while attending Lambuth University in Jackson, Tenn. “We found ourselves in night classes with students who were already working professionals,” Tommy says. “The average age of students in those classes was probably 40 years old, so we talked business and politics a lot, and got to know each other.”



“Developing your own style and legacy is especially challenging when you are the daughter and son-in-law of a dynamic couple such as the Oldhams. However, Marsha and Tommy have succeeded in developing their own brand of professionalism, competency and success.”

VALERA JESSEE,
Retired Executive Director, UPFDA



An Oldham Chemicals family portrait: Marsha, Stephanie and Tommy. (Front) Ada and Millard.

It wasn't long before they started meeting between classes to share a cup of coffee and some conversation. "One of my favorite professors predicted Marsha and I would get married before we even started dating," Tommy recalls, "and he was right!"

They graduated in 1979 and were married two years later. In the early days of their union, Marsha worked full-time at Oldham Chemicals and Tommy joined a local accounting firm, while attending law school at night. As a result, they didn't see much of each other, although they always made time for their daughter Stephanie, the third generation of the family to work in the business.

Upon earning his law degree, Tommy worked for a firm in downtown Memphis for one year before striking out on his own, doing "a little bit of everything" – estates, divorces, contract law. In between, he found time to assist the Oldhams, sharing his expertise on various accounting and legal matters.

"I used to eat lunch with Marsha and spend three or four hours in the office helping out," he says. It wasn't long before Tommy realized, "I liked business more than law" and the rest, as they say, is history.

"Tommy Reeves is a hard-working man, some might say, driven," Goddard says.

"Yes, he's an attorney. Don't let that 'aw shucks' demeanor fool you, Tommy is brilliant. I personally like him because he's so down to earth and personable. He loves people and especially his customers; (he's) eager to get to know them as *people*, not just an account."

With Marsha and Tommy taking over more and more of the day-to-day responsibilities of the business, Oldham Chemicals has expanded its footprint throughout the Southeast and beyond. The company now boasts 14 service centers, with Marsha playing a major role in the company's expansion.

That doesn't mean, however, Millard and Ada are no longer involved. "Mr. Oldham checks our invoices every day," Tommy says, "and we talk business all the time."

"They're also very good at giving us guidance and wisdom," Marsha adds.

A Legacy of Service

Like the founders of the business, Tommy and Marsha attribute Oldham's success to the fact that both ownership and staff understand what it takes to run a small business. "Millard and Ada have always looked after the independent, small businessperson," Tommy says. "That's because they've actually walked in their shoes."



“We try to practice The Golden Rule,” treat others as you would want to be treated, he adds. “They’re old-timey principles, but they stand the test of time.”

Valera Jessee, former executive director of UPFDA, has admired the Oldham family for years. “There are certain people in this industry whose friendship you value above others. They are the people who have weathered the storms, the folks who have been instrumental in building an industry from its early days to its maturity. All these characteristics are embodied in the Oldhams,” she says.

And that legacy has continued with Marsha and Tommy.

“Developing your own style and legacy is especially challenging when you are the daughter and son-in-law of a dynamic couple such as the Oldhams,” Jessee says. “However, Marsha and Tommy have succeeded in developing their own brand of professionalism, competency and success.”

“Marsha is ... as true today as she was

“Marsha was raised in the pest control business. There’s no aspect of the Oldham Chemicals business that she doesn’t know about. She’s done it all!”

DR. JEROME GODDARD,
Extension Professor,
Mississippi State University

when I met her more than 30 years ago. Her style and demeanor reflect her loving and supportive family and a value system that doesn’t compromise,” she says.

“Tommy is a leader whose funny quips

believe a brilliant mind and innovative spirit. Together the two are a united force leading not only their company, but the industry into the next generation of excellence.”

“Tommy has always been an encourager and personal friend of mine, and for that I’ll always be grateful,” adds Goddard. “In fact, Tommy was the first person to recommend me to speak at a pest control conference, thus helping launch my career as a speaker in this industry.”

What’s Ahead?

Running a business can be an all-consuming enterprise, according to Tommy, so you better enjoy it. “It’s a 24-hour lifestyle. We still meet customers on Saturday and Sunday if they need something,” he says. “It’s a calling” ... a calling he absolutely loves.

“If we didn’t have this business, I’d go crazy,” Tommy says. “Marsha and I are planning on being around to serve our customers for many years to come,” just like Millard and Ada! 🌸

DEVOTED to UPFDA

THE OLDHAM FAMILY have been longtime supporters of the United Producers, Formulators & Distributors Association (UPFDA) and for good reason. They’re founding members of the 52-year-old organization. In fact, Millard Oldham attended the group’s first meeting at the Continental Plaza Hotel in Chicago in 1968. He also served as president from 1987-1989. Tommy Reeves followed in Millard’s footsteps, serving as



Tommy and Marsha Reeves at UPFDA’s 50th Anniversary celebration in 2018.

UPFDA president on three separate occasions (1997-1999, 2012-2013 and 2013-2014).

“UPFDA has evolved over time, but it has never strayed from its commitment of representing the interests

of distributors, formulators and manufacturers in matters of importance to these key industry stakeholders who have played such an important role in the success of the pest management industry,” observed now retired Executive Director Valera Jessee at the organization’s 50th anniversary.

“Mr. and Mrs. Oldham started UPFDA with other distributors 50 years ago,” said Donna Giacalone, executive vice president of

The Bug Stop. “You (Tommy) kept it going. We are stronger and more relevant because of your participation in UPFDA.”

Karen Furgivele, the immediate past president of UPFDA, adds that Tommy’s contributions to UPFDA have helped “make it what it is today.”

The objective of the organization is to promote the general welfare of those involved in formulating, manufacturing and distributing products to the pest control industry.



Grzegorz BUCZKOWSKI

Purdue University researcher with deep ties to the pest control industry has traveled a unique path to success.



“Dr. Buczkowski is one of the leading ant researchers in the United States. In a period of specialization, Dr. Buczkowski is able to maintain research projects in all areas of concern to pest control professionals.”

DR. RON HARRISON,
Technical Director of
International Franchising, Orkin

What was supposed to be a temporary stay in the United States during his father’s visiting professor stint, has turned into an academic odyssey that has taken Dr. Grzegorz ‘Grzesiek’ Buczkowski to some of the most respected entomology research institutions in the country.

The journey began in 1989 when the Buczkowski family departed their native Poland for what was to be a two-year stint at North Carolina State University in Raleigh, N.C. But plans changed.

“I was so sure we were headed back to Poland that I travelled to the Polish embassy in Washington, D.C. every weekend to stay on top of my school studies from back home,” recalls Buczkowski.



THE BUCZKOWSKI FILE



The Buczkowski family: (left to right) wife Erin and sons Adrian and Andrew.

| NAME | Dr. Grzegorz 'Grzesiek' Buczkowski

| COMPANY | Purdue University

| TITLE | Director, Industrial Affiliates Program and Research Associate Professor

| LOCATION | West Lafayette, Ind.

| EDUCATION | B.S. Zoology, North Carolina State University, M.S. Entomology, North Carolina State University, Ph.D. Entomology, North Carolina State University.

| WIFE | Erin **| CHILDREN |** Adrian (16) and Andrew (14)

| CAREER |

- 1996-1997: Research assistant, Zen-Bio Inc.
- 1997-1998: Research assistant, Rhone-Poulenc
- 1998 – 2003: Graduate research assistant, North Carolina State University
- 2003 -2004: Postdoctoral researcher, The Ohio State University

- 2004 – 2007: Research scientist and Director, Industrial Affiliates Program, Purdue University
- 2007 – 2013: Research assistant professor and Director, Industrial Affiliates Program, Purdue University
- 2013 – present: Research associate professor and Director, Industrial Affiliates Program, Purdue University
- Member of The Entomological Society of America, The International Union for the Study of Social Insects (IUSSI) and the Organization for Tropical Studies
- Recognition Award in Urban Entomology, Entomological Society of America, 2010
- Pi Chi Omega. Student Scholarship Award, 2000
- North Carolina Pest Control Association. Indoor Urban Entomology Scholarship, 1999
- Rhone-Poulenc Ag. Co. Research Assistantship in Entomology, 1997-1998

At the time travel between Soviet bloc countries and the West was not easy and even though his father had visited the U.S. prior it was the first trip to the States for Buczkowski and his two siblings.

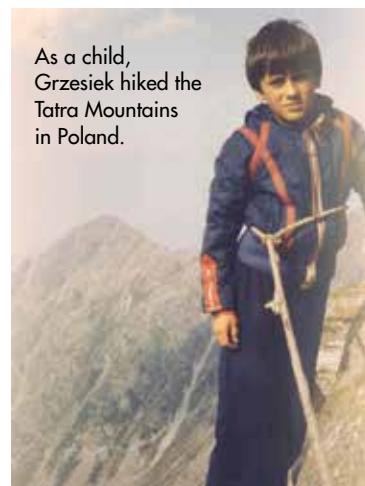
“We arrived in summer and I did not speak English so my first day of school was a shock to say the least,” says Buczkowski. “But we liked it and acclimated pretty quickly.”

Following graduation, Buczkowski enrolled at NC State studying zoology with the hopes of becoming a doctor or veterinarian. He discovered that path wasn't one he wanted to take and after earning his degree he set out to find a job where he could pursue his interests in chemistry and toxicology.

Buczkowski landed a lab assistant position at Rhône-Poulenc in Research Triangle Park, N.C., working on early trials for fipronil and fire ants. After two years and with a newfound interest in entomology, he enrolled in graduate school at NC State and asked the company to sponsor him. His bosses told him to go talk with Dr. Coby Schal, one of the country's most respected entomologists, to see if he had a graduate assistant position open.

“I did not know Dr. Schal previously but knew where his office was in Gardner Hall and we hit it off immediately,” recalls Buczkowski. “I discovered we were both born in

As a child, Grzesiek hiked the Tatra Mountains in Poland.





Dr. Grzesiek Buczkowski has found a home at Purdue University where he oversees its Industrial Affiliates Program.



Dr. Grzesiek Buczkowski spends a lot of time in Purdue University's ant lab.



“Grzesiek’s can-do attitude and practical approach has made him a well-respected voice in the research community. He always looks for new ways to attack a problem and reach a positive solution.”

DR. CLAY SCHERER,
Global Technical Manager
for PPM at Syngenta

Poland and had similar interests, and the lab was literally in my backyard.”

In a 2008 interview with Pest Control Technology Schal said while he was impressed with Buczkowski’s interest in entomology, he wasn’t convinced the young scientist had what it took to succeed academically.

“I am rather embarrassed to admit that I had some early trepidation about Grzesiek as ‘graduate-student material’ based on his undergraduate grades and performance on standardized graduate school tests,” Schal said at the time.

Buczkowski quickly put Schal’s initial hesitation to rest with a strong work ethic, energy and curiosity. Initially his work continued with fipronil but this time studying its impact on controlling German cockroaches.

A Thirst for Knowledge

After earning his master’s degree, he took the advice of his peers and pursued his Ph.D. under newly hired Dr. Jules Silverman. His dissertation combined the study of behavioral ecology, population genetics and chemical ecology directed at understanding colony organization in Argentine ants.

“Looking back, pursuing my Ph.D. was one of the best decisions I’ve made,” says Buczkowski. “I was able to learn from an outstanding mentor and really dive into subject areas that I enjoyed.”

Upon his third ‘graduation’ from NC State, Buczkowski weighed what path to pursue. Was it going back to work for a manufacturer or continue in academia? He chose the latter and ended up with a post-doctoral position at The Ohio State University. A year into the position an opening came up with Purdue University’s Industrial Affiliates program.

Recognized as an innovative researcher who relishes the chance to test new chemistries and be on the cutting edge of technology, Buczkowski found a home in West Lafayette, Ind., where he could pursue both.

The Industrial Affiliates program is 100 percent research focused and is self-funded through grants and conducting valuable research projects for manufacturers looking to have their new active ingredients put through the paces by Buczkowski and his team. The program’s structure is unique and serves as a valuable bridge between manufacturers and the industry.

“We are always working with new chemistries or application tools to see what they

can and can't do," says Buczkowski. "It's the most exciting and rewarding part of the job – taking on the challenge of discovering what's new and how it can be advanced for the betterment of the industry."

Purdue's Dr. Gary Bennett says Buczkowski's background in urban entomology and working relationships with both the structural pest management and chemical manufacturing communities made him the perfect candidate to lead the Industrial Affiliates program.

"Grzesiek is an internationally recognized authority in urban entomology specializing in ant biology and management," says Bennett. "His abilities have allowed him to rise through the ranks throughout his career and he continues to lead the program in outstanding fashion."

His curious nature and energy extend beyond the research lab and into his free time. Buczkowski enjoys traveling for work and pleasure with his family including wife, Erin, who he met at NC State, and children, Adrian and Andrew.

"I enjoy seeing new places and learning about what makes people and places tick," says Buczkowski.

When asked if his children plan on following in his footsteps Buczkowski says their interest in insects has waned since their visits to his lab to see ants and cockroaches as youngsters. "As for my wife, she appreciates the work as long as I leave my subjects in the lab and don't bring them into the house," says Buczkowski.

A Respected Industry Colleague

Clay Scherer, global technical manager and RNAi program lead for Syngenta, worked with Buczkowski on research trials for Advion® Cockroach Gel Bait showing how the insecticide transferred between different life cycles and generations of roaches.

"Grzesiek's can-do attitude and practical approach has made him a well-respected voice in the research community," says Scherer. "He always looks for new ways to attack a problem and reach a positive solution."

Dr. Ron Harrison, technical director of international franchising

at Orkin, agrees. "Dr. Buczkowski is one of the leading ant researchers in the United States," he says. "I look to him for thought leadership on ant control," as well as other structural pests. "In a period of specialization, Dr. Buczkowski is able to maintain research projects in all areas of concern to pest control professionals."

Scherer says Buczkowski is not only respected by his peers and pest management professionals for his knowledge and experience, but for his energy and engaging personality.

"The positive attitude and constant energy he brings to a project influences and inspires those around him," adds Scherer. "His leadership skills shine in these situations."

What leadership role does Buczkowski see research playing as the industry moves forward?

"Continued and expanded collaboration with the industry as they develop new chemistries is where the academic research community can display its leadership," says Buczkowski. "Being engaged with manufacturers and listening to pest management professionals to prioritize the needs and how to solve them will be critical."

Buczkowski adds that it all ties back to the need for pest control services by consumers to protect people, food and property. A need that is growing.

Attracting a new generation of entomologists and training them well will also be a challenge for leaders in the research and academic communities. Buczkowski points to the shrinking numbers of professors and researchers in entomology departments across the country due to retirements and budget reductions. He says many of today's graduates are pursuing careers in industry vs. the academia path.

"The challenge is to attract new students, but many don't know what entomology is in high school or when they start college," says Buczkowski. "They also ask, 'Can I make a career of this?' I was the same way when I started and that is why we need to do a better job of selling it to them. I don't see what I do as a job. It is a great and rewarding career, and I wouldn't change a thing." 

a SOLID ENTOMOLOGY PEDIGREE

WHEN GRZEGORZ 'Grzesiek' Buczkowski enrolled at North Carolina State University he had no idea his academic and career path would allow him to be fortunate enough to be mentored by some of the most respected names in entomology.

Starting with Drs. Coby Schal, Jules Silverman and Ed Vargo at NC State and then Dr. Gary Bennett at Purdue University, who hired Buczkowski for the Industrial Affiliates program, Grzesiek soaked up the knowledge from these research giants.

"I'm very grateful for the opportunity to have studied under and worked with these talented individuals," says Buczkowski. "Each of them has a special gift for working with students, being patient and taking them from start to finish in their studies. They taught me everything."



Faye Golden, director of governmental affairs for Cook's Pest Control, has achieved a number of firsts in a distinguished career that spans both the public and private sectors.

Faye GOLDEN

From regulator to NPMA executive committee member, Golden is racking up a host of industry firsts and reshaping pest management's future along the way.

Faye Golden, who directs government relations for Cook's Pest Control in Decatur, Ala., has accomplished a number of firsts in her career. Starting out, she was the first woman inspector to work for the Alabama Department of Agriculture & Industries (ADAI) Pesticide Management Section, inspecting nursery stock for pests and ensuring the country's biggest plant nurseries followed pesticide regulations to protect workers.

More recently, she was elected the first person from industry to serve as president of the American Association of Pesticide Safety Educators (AAPSE), an organization of professionals from cooperative extension, state and federal agencies, and businesses.

She's also the first woman from Alabama and the first Black woman elected to the executive committee of the National Pest Management Association (NPMA), where she'll take the reins as president in 2023.

Relationship Builder

When asked to identify her greatest accomplishment, however, Golden, 48, turns to her personal relationships. Namely, being mom to her "amazing" son, Kerry Tuck, 23, but also to the connections she has built and continues to maintain with colleagues and coworkers.

She still celebrates the birthdays of former workmates at the Department of Agriculture, even though she left there seven years ago to join Cook's Pest Control. "She doesn't forget people, which is a rarity," says Tony Cofer, who heads the ADAI pesticide management division and was Golden's supervisor. "We all get busy in our day-to-day duties and we're all full of good intentions, but she always seems to come through on hers," he says.

Staying connected with people is important to Golden. Relationships are essential to her job at Cook's Pest Control, where she tracks federal and state regulations impacting the company and ensures Cook's employees are appropriately certified.

Before Golden came onboard, the company had "a hit-and-miss relationship" with regulators, explains Stephen Gates, Cook's vice president of technical services. Now, it's not uncommon for regulators to ask Golden how Cook's would handle certain situations and to seek out her input when new laws are being considered. "On a national level she really gets our voice out there," says Gates.

Cofer agrees. "The industry really got an asset because she does understand the regulatory aspects of the industry," he says. Golden's knowledge of rules and regulations runs deep, and this builds trust with regulators and pest management professionals.

"If she tells you something, it's going to be right," says Fudd Graham, an Auburn University pesticide educator who worked with Golden when she became ADAI's certification and training director.



PHOTO COURTESY OF COOK'S PEST CONTROL



THE GOLDEN FILE



Faye Golden enjoys spending time outdoors with her son, Kerry, and his dog Mocha.

NAME | Faye Golden

COMPANY | Cook's Pest Control

TITLE | Director of Governmental Affairs

LOCATION | Decatur, Ala.

EDUCATION | Bachelor of Science degree, biology, Auburn University at Montgomery; Master's degree, secondary education, Alabama State University, Montgomery.

PERSONAL | Son Kerry Tuck, 23. She enjoys hiking, camping and visiting National Parks.

CAREER |

Worked for the Alabama Department of Agriculture & Industries, Pesticide Management Section, for 14 years, rising from field inspector to manager to program director of certification and training. Joined Cook's Pest Control in 2013 as governmental affairs manager; was named director of governmental affairs in July 2020.

ASSOCIATIONS |

President, American Association of Pesticide Safety Educators (term begins July 2021); Secretary, National Pest Management Association (will serve as president in 2023).

HONORS |

National Pest Management Association Committee of the Year – Diversity Committee (2017); Committee Chair of the Year – Diversity Committee (2019); FMC Legislative Day Award winner (2018).

He describes her as “by the book,” which didn't always sit well with PMPs hoping for different answers to their regulatory issues. “If the regulations are out there, she's going to abide by them. You knew where you stood with Faye,” says Graham.

Her thoroughness and veracity continue to garner respect. “When you meet Faye you instantly like Faye and you trust what she's telling you is the truth,” explains Cofer. “She can deliver difficult news with a smile and she can be stern with a smile. It's a talent that not many people have,” he adds.

Committed to Quality Training

Golden is committed to improving training and education for applicators. At ADAI, she introduced a computer-based testing and online license renewal program. Previously, tests were hand-written, available only quarterly, and required weeks to score and mail results. By comparison, the new system is faster, more accessible, and less costly to administer. “Allowing test-takers to schedule exams at their convenience, go to a local testing center, test and receive their exam results instantly, reduces the amount of time to obtain certification and a business license,” she says.

In 2013, Golden left ADAI to join Cook's Pest Control. While the move was a leap of faith, it promised new challenges. “This job has allowed me to put into action some of the regulations I was part of writing. I always thought I did a good job as a regulator and had a good program, but now with practical experience I see areas I fell short and could have improved,” she says.

One of her first initiatives was to develop a computer program to track the continuing education credits (CEUs) of 1,500 employees operating in seven states. Adapting training to constantly changing regulations keeps her engaged and motivated. “That's what keeps me going; really keeps me energized,” says Golden.

“She's all about training,” agrees Joey Harris, chief operating officer of Cook's Pest Control. “That's at the top of the list for her; just making sure that our people are very, very well trained.”

In April 2020, Golden celebrated seven years at Cook's Pest Control. "There's definitely a difference here: Life before Faye versus life after Faye," admits Harris. Before she came on board, the company was reactive and always scrambling because people weren't keeping track of CEUs and licensing deadlines. "Since she's been here it's just smooth as can be and she's way out ahead of them," he says.

A Winning Personality

Wanda Barron, an IT expert who is now retired, worked with Golden to develop Cook's automated certification and training program. "I wish that everyone could have the opportunity to work with Faye as I did," she recalls. "She was a joy to work with, along with her great sense of humor, and the fact that she expected the best from you because that is what she gave, her best," Barron says.

Golden leads by example through hard work and inclusiveness. "People love her; all different levels and job positions. She can talk to anybody that comes along and have a conversation. It doesn't matter what they do or have done or are going to do; she can relate," assures Harris.

"She's a very smart individual and a very professional person and she just gets along with everybody who she meets; people just seem to be attracted to her. Whatever she's got to do she just does a great job at it," he adds.

Golden isn't one to sit back; she steps up to do the hard work. This includes moving the pest management industry forward on a number of fronts.

Growing AAPSE

One of her main goals as president of the American Association of Pesticide Safety Educators (her term begins July 2021) will be to get more pest management companies to join. Currently, less than five percent of members come from industry.

As members of AAPSE, companies learn about concerns state lead agencies have regarding certain product uses and get access to new training tools. It's also



"She's all about training. That's at the top of the list for her; just making sure that our people are very, very well trained."

JOEY HARRIS,
Chief Operating Officer,
Cook's Pest Control

an opportunity to showcase the industry's dedication to training and education with this key public health organization.

Pest management companies even may have influence on rulemaking. Golden chaired a committee tasked with writing comments on EPA's proposed rule, Strengthening Transparency in Regulatory Science. If put into effect, that rule will have a major impact on future rulemaking under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA).

AAPSE wasn't always open to industry participation, and Golden played a big role in changing that. An active member while an ADAI employee, she lost the right to vote and hold office when she took the job at Cook's Pest Control. She was bumped to associate member but still had to pay the same dues. She didn't agree with this and worked to change the by-laws, which were amended in 2016 to give the industry a voice in the organization.

In December 2018, she was voted president elect of the association. "Now I'm the very first person from industry to serve on the board of directors for the AAPSE group," says Golden.

She also brings industry and regulators together through her support of ASPCRO (Association of Structural Pest Control Regulatory Officials), AAPCO (Association of American Pesticide Control Officials) and various state pest control associations.

Expanding NPMA

Shortly after joining Cook's Pest Control, Golden became active in the National Pest Management Association, which represents 5,500 member companies. She served on the public policy committee, advocating for the pest management industry before Congress and federal agencies.

Golden has been "at the forefront for modernizing regulations that benefit the industry and better help regulators ensure industry compliance," says Dominique Stumpf, CEO of NPMA.

Currently, Golden is active in NPMA's diversity committee, which she chaired, as well as the Professional Women in Pest Management group. Both aim to increase participation of under-represented populations – women, minorities, veterans, young people – in the industry.

These groups are helping member companies recognize the need for a more diverse workforce and to cast wider nets to attract and hire qualified employees. These efforts will help the industry develop future leaders who better understand its diverse customers. "We need team members that mirror all people and we can benefit by understanding diverse needs and views," explains Golden.

In July, NPMA Academy featured a virtual session on building a more diverse workforce. PestWorld 2020 will hold a diversity forum and host students from Minorities in Agriculture, Natural Resources and Related Sciences, which has chapters at colleges across the country.

The events are designed to make people feel more comfortable talking about di-



Faye Golden is active in regulatory affairs, representing Cook's Pest Control at NPMA Legislative Day in Washington, D.C. every year. Here she is seen with (left) Shay Runion, chief human resources officer and senior vice president for Arrow Exterminators, and Connie Rogers (right), executive director of the Georgia Pest Control Association.



iversity, inclusion, and racial and gender parity. “If you’re not comfortable having the conversation on diversity you can’t grow,” says Golden. “These are the conversations we need to have. We don’t listen to each other enough,” she adds.

Under Golden’s leadership, the diversity committee was named NPMA Committee of the Year in 2017, and she was named Chair of the Year for her work on the committee in 2019.

In April, Golden was elected secretary of NPMA. “To be recognized and nominated for that honor is incredible,” says Golden. Officers automatically ascend to the next position, so she’ll begin her term as president of NPMA in 2023. “We have a deep respect for Faye, her contributions to the industry, and (are) excited about the potential she offers in serving in a leadership role for the association,” says Stumpf.

Golden has the “stick-to-it-ness” to get things accomplished as NPMA president, adds Wayne Golden (no relation), who led government relations at Rollins before retiring in 2017. “She wants to see change and I think if she slow moves it and tries to accomplish one thing at a time, she’ll see that she can make an impact,” he says.

Wayne got to know and mentor Faye toward the end of his career. “The time we did spend together was productive and as one minority to another I was glad to see her progress in the industry the way she has,” he says.

She excels at team building and sharing her knowledge, and she’s driven to bring small minority owned companies into state and national associations so they can benefit from these resources, he said. She’s a role model to minority students in biology, entomology and business as “they can see an African American woman that has made it, that has done well,” he says. “I do believe she’s one of the pioneers in this era of the pest control industry.”

Family First

Despite her professional accomplishments, family remains priority number one for Golden, who lives in the same small town of Wetumpka, Ala., where she grew up and where strong community relationships are a given. “With a population of about 8,200, everyone knows one another or at least the members of your family,” she says.

She’s still close with her high school biology teacher, Mrs. Faye Crum. “She made biology exciting and intriguing,” and in the summer of her junior year, Mrs. Crum selected Golden – one of four – to attend a science retreat at Tuskegee University.

“That experience meant so much to me – being on that historic campus and meeting students from across the country that were truly interested in science. Mrs. Crum and that experience really shaped my future,” says Golden.

In her spare time, Golden enjoys spending time with her family, as well as camping and hiking. “When my son was a Cub Scout and a Boy Scout, it seems like we were always camping. I enjoyed it so much that I still go and pitch my tent and just enjoy being outdoors,” she says.

Golden also gives back to her community. In July, she began volunteering at the Montgomery Area Food Bank. “So many people and families have been impacted by COVID-19 and are facing food insecurity and I just want to help,” she says.

For more than two years she’s volunteered at Mary Ellen’s Hearth, which provides housing and education – life skills, financial literacy, parenting and nutrition classes – to homeless women and their children. The families may live at Mary Ellen’s Hearth, located in Montgomery, for up to two years if they are working toward independence, explains Golden.

For someone active in so many personal and professional organizations, it’s surprising that Golden considers herself an in-

trovert. Her M.O., she says, is to “sit there and observe” but “when it’s time, then I’ll open up and talk to people.”

Golden’s life is certain to get much busier in coming years but she’s not worried. “I think it’s going to be a fun ride. I have some great people around me who are super supportive,” she says.

Next Chapter

Golden hopes to do more mentoring in the years ahead. In 2018, she mentored two industry professionals – Lauren Thrasher of San Diego-based Thrasher Termite & Pest Control of So Cal and Greg Schmidt of Pest Solutions in Thornburg, Va. – through the National Pest Management Association’s Executive Leadership Program.

“It was more rewarding for me than I think it was for them,” says Golden, who believes people with industry experience should help talented newcomers, even if just to lend an ear.

As for being named a 2020 Crown Leadership Award recipient, “I had to read that email three times because I couldn’t believe it,” she says.

She admits to being more focused on doing the behind-the-scenes work than being in the spotlight, and she’s humbled by the honor.

Others aren’t so surprised. Cofer of the ADAI says he can’t think of anyone more adept at leading industry organizations and increasing their professionalism. “She has their best interests at heart and that’s more important than anything,” he says.

Harris of Cook’s Pest Control agrees. “This industry ought to be proud to have her in this leadership role. So many people are benefiting from her work and will continue to benefit from her work. I’m glad she’s playing on our field because we need folks like that. She’s 100 percent sold on this industry,” he says. 🌿

Visit the Crown Leadership Awards Website

Editorial Profiles of the Class of 2020

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- Faye Golden
- Tommy Reeves
- Marsha Reeves
- Kevin Smith
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Kevin SMITH

The Chief Marketing Officer at Rollins took a circuitous route to the industry, but each of his previous positions prepared him for his current role.

The chief marketing officer at Rollins Inc. took a circuitous route to the pest management industry, but each of his previous positions at global brands like Coca-Cola and the NFL prepared him for his current leadership role.

As the eldest son of a Marine fighter pilot who had a successful second career beginning as an advertising and marketing executive during the Mad Men era of the 1960s, Kevin Smith probably was destined to enter the fast-paced world of Madison Avenue marketing. After all, it was in his DNA.

Smith's story begins in Muskegon, Mich., where his parents were high school sweethearts before marrying and starting a family. His mother, Nancy, was a homemaker who spent most of her time "corralling" Kevin and his two younger brothers, Stephen and Scott. Smith's father, Philip, had a successful military career before reinventing himself as a Madison Avenue executive, "which probably spawned my interest in the ad agency business," Kevin says.

Smith and his siblings spent their formative years in the New York metropolitan area, enjoying the fruits of an upper middle-class lifestyle. "We used to love going into New York as kids, visiting FAO Schwarz and checking out other parts of the city," he recalls. "I had the good fortune to be born into a great family."

Writing His Own Story

When it came time to chart his own course, Smith headed off to the University of New Hampshire, where he majored in civil engineering before discovering he



While he takes managing the Orkin brand seriously, Kevin Smith doesn't take himself too seriously, making him a beloved figure throughout the Rollins organization.

wasn't cut out for a career in construction. "I looked at the people who did well in calculus and I had one of those seminal moments," he says. "I thought to myself, 'Maybe I should study things I'm good at,'" which eventually led Smith to change his major to psychology. "I loved the study of people and the way they behave," he says, an interest that would serve him well as a marketing executive.

Smith's first job out of college was as a junior salesperson at one of the country's iconic brands – the Campbell Soup Company, working in the Frozen Foods Division selling Pepperidge Farm pastries and Swanson TV dinners. "My first sales territory was in the Bronx, so I was tested right out of the box to see how well I would do," he recalls of those early days. In addition to honing his sales skills, "I got really good at parallel parking," he says with a laugh.

It wasn't long before Smith was on the fast track to success, tapped



by an executive who saw something special in the engaging young salesperson to join the company's Marketing Department, which is where Smith says he enjoyed one of his career highlights.

At the time, Campbell's Soup had a significant marketing relationship with the National Football League (NFL), but its ad program had been disrupted by a player's strike and work stoppage. "As we were looking at our marketing plans for the following year, we decided we should talk to them about getting some of our money back, so we drove to NFL headquarters in

New York City. We didn't get everything we asked for, but a couple of weeks later we got a call back from the NFL for an interview that led to an invitation to the Super Bowl in Los Angeles. Eight weeks later I was attending the largest sporting event in the U.S.," attending the Commissioner's Party, hobnobbing with Fortune 500 executives, and meeting high-profile athletes. "For a 25-year-old kid it was an incredible experience!"

It also provided yet another career opportunity. Not long after attending the Washington Football Team's 27-17 victory over the Miami Dolphins, Smith was offered a marketing position with the sports league, where his tenure was short, but productive.

It was during this time Smith says he "made one of the most mature decisions in my life," leaving what many would consider a "dream job" to enhance his long-term career prospects. "I felt like I needed to learn more, particularly in the area of product management, and I wouldn't be able to acquire those skills with the NFL," so he approached a former colleague at the Campbell Soup Company about returning to the firm. "They said they'd love to have me back if I stayed this time," he says. "I got chewed out pretty good by the HR guy," who called Smith a day-and-a-half later with a job offer.

"My second stint with Campbell's Soup was a great thing because this time I understood the importance of the sales organization and how it contributes to the success of the marketing team," he says. "I now had insights I never had before, which made me a better marketing executive."

It was also during this time that Smith learned about the complexities of new product introductions, specifically ramen instant noodles, which Campbell's began test marketing in 1988. "How do you bring a new product from concept, to the kitchen, to manufacturing, to marketing, to the retail shelves? It's quite a complex process," he says, but it can be quite gratifying if you're successful, which Camp-



THE SMITH FILE

| NAME | Kevin Smith

| COMPANY |
Rollins, Inc.

| TITLE | Chief Marketing Officer

| LOCATION | Atlanta, Ga.

| PROFESSIONAL | Graduate of University of New Hampshire, Bachelor's Degree, Psychology.

• 1980-1983, Field Sales Representative, Campbell Soup Company

• 1983-1984, Marketing Manager, National Football League

• 1984-1988, Senior Marketing Manager, Campbell Soup Company

• 1988-1990, Director of Advertising & Public Relations, Marriott Corporation

• 1990-2000, Director of Customer Management, Coca-Cola

• 2000-2002, Vice President of Marketing, WorldCrest

• 2002-2007, Vice President of Sales & Marketing/Chief Marketing Officer, Orkin

• 2007-Present, Chief Marketing Officer, Rollins Inc.

| PERSONAL | Married 39 years to wife, Kathy. Daughters: Meghan, a global business unit manager for 3M in St. Paul, Minn., and Kelsey, a pediatric psychologist in New York City; one 6-month old grandchild, Tula. Son-in-laws Tark and Stephen. Enjoys golf, skiing, reading, and playing guitar.



bell's was, which led to his next position at Marriott International.

Yet Another Chapter

While at Marriott, Smith worked on the Roy Rogers account, a restaurant chain owned by the global brand best known for its hotel properties. It proved to be one of the most demanding, fast-paced marketing positions in Smith's career. "You're promoting something new every month," he says, whether that be a roast beef sandwich, chicken entrée or some other offering.

Unfortunately, when Marriott abruptly got out of the restaurant business and Smith was "left high and dry," he decided to approach another iconic brand – Coca-Cola – for his next career adventure, moving his family to Atlanta to work in the company's fountain beverage business.

"That's where I built my B2B skills," he says. "Like pest control, selling fountain drinks is much more of a conceptual sale. You're solving a problem for a customer, but how you achieve the result isn't always apparent."



Kevin Smith is a devoted family man. Pictured above is (left to right) Kevin, wife Kathy, son-in-law Tark, daughter Meghan, granddaughter Tula, daughter Kelsey, and son-in-law Stephen.



Kevin Smith in the Orkin Museum on the grounds of the company's corporate headquarters.

Smith eventually oversaw marketing strategy for Coke's entire fast-food business. "It was a big job," he says. So big, in fact, that Smith's family life began to suffer. "This is where my family history began to play a role in my decision-making," he says. "Family was always very important to my mom and dad. We went skiing together. We spent summers together. I wanted the same thing for my family, but my job made it difficult."

So, Smith left Coke in early 2000 to join a start-up, taking what he learned from years of managing sales and marketing organizations to build an Internet business, while at the same time attempting to take control of his own destiny and embrace a healthier work-life balance. "I thought I too could be an Internet millionaire. Needless to say, that didn't happen," he says with a laugh.

Life at a Crossroads

The start-up was eventually purchased by a company in Detroit, but Smith wasn't interested in relocating his family to the Motor City, particularly since his oldest daughter was about to head

off to college, with a second daughter still in high school. "I promised our youngest daughter we would stay in Atlanta for her high school years and we did," he says.

That meant his latest job search would be limited to the Atlanta metro area, which is where he was introduced to the Rollins family. "I didn't know much about pest control, but having worked in Atlanta for a number of years, I did know about the Rollins family's business and philanthropic activities."

Although he didn't know what to expect when interviewing for the vice president of sales and marketing position at Rollins, it wasn't long before he realized it would be a good fit. "What didn't occur to me going into the interview was the public service aspect of the job," he says. "I quickly learned the industry was doing something good for humanity, which appealed to me."

"When Kevin first came to work here he had a great track record in marketing jobs of increasing responsibility with some terrific names – the NFL, Campbell's Soup, Coca-Cola and others, but they were all fairly short in tenure," Vice-Chairman John Wilson recalls. "I told him it sounded like he had trouble holding onto a job! Twenty years on he has certainly proven me wrong on that issue."

Smith said he felt right at home leading the marketing department from the very

KEEPING A CENTURY-OLD BRAND *relevant*

THE ORKIN BRAND will have its 120th anniversary next year. That's a remarkable achievement in these days of corporate mergers, acquisitions and leveraged buyouts. Very few large corporations have kept – let alone maintained and grown – their brand for more than a century. Importantly, the Orkin red diamond logo and the Orkin Man icon are among the most recognized branding elements in the world today, both playing an instrumental role in the organization's success.

Many legendary brand icons have been retired or unrecognizably revised because they no longer fit into today's cultural landscape. In fact, keeping them alive over time and maintaining relevancy are harder than you might think. One of the biggest challenges is knowing how and when to update your brand without damaging it. Imagine if your job were to make sure the Orkin brand stayed strong for the next 100 years. No pressure, but how would you keep the brand magic alive, serving the brand both today and into the future? This is the challenge Kevin Smith, vice president and chief marketing officer for Orkin and Rollins, manages every day.

Perhaps one of the greatest issues Smith has dealt with is whether the Orkin Man needs to be a man. The answer is no. While the Orkin Man is the icon and an idea, many times the Orkin technician the consumer sees is a woman. With Orkin having many female employees, its marketing needs to portray that. Further, the most successful corporate cultures reflect the huge percentage of women in the workplace. Under Smith's watch, the Orkin Man was suddenly also a woman, or simply the Orkin Technician – becoming a reflection of modern times while holding true to Orkin's 100-plus-year-old brand values.

Then, of course, there is finding the right demeanor of the Orkin Technician regardless of gender. Orkin is in the exterminating business, so should the icon be presented as a cold-blooded killer or an easygoing technician? The answer is neither. The character can act seriously or even



As Chief Marketing Officer at Rollins, Kevin Smith is responsible for managing Orkin's 120-year-old brand.

be funny but must always stick to the core values of the brand. The Orkin Technician is always presented as courteous, knowledgeable, trustworthy, and efficient. Over the years, Smith has presented the icon with varied personalities, but the result is always the same.

Finally, the proliferation of digital media has made it more challenging to leverage a brand icon. How do you keep the Orkin Technician, who is central to the brand, when you can't have him or her front and center due to short-format, bite-size digital media units? The answer is, you don't. Sometimes Orkin is forced to evoke the icon without showing the expected character. Through text, visuals, or even the widely recognized white Orkin "bump cap," Kevin has managed to keep the icon alive even in today's time-challenged media landscape.

Managing a brand isn't easy. It's a living, breathing entity that should continually evolve to stay culturally relevant. While the times will continue changing, the role of the Orkin Technician is here to stay.

beginning. "I felt like I had trained for the job my entire career. I had the opportunity to apply all the skills I had learned over the years to Rollins, which was very exciting."

He was also impressed by the family-friendly nature of the Rollins organization. "Right before I started, my wife and I were invited to attend a family barbeque," he recalls. "As soon as we arrived, CEO Gary Rollins, who I had met once, separated

from a crowd and greeted us. That's when I felt that I made a good decision. It had a really nice family feel and I could identify with that."

Eighteen years later, it's a relationship that has paid dividends for both parties. "I love the fact that Kevin puts his all into everything he does," Wilson says. "He balances a strong commitment to his family with responsibilities at work and never lets

one go for the other."

Smith's commitment to giving his best to both work and family has not gone unnoticed by his industry colleagues. Cindy Mannes, executive director of the Professional Pest Management Alliance (PPMA), says Smith's love of family is readily apparent in every interaction.

"Kevin just became a grandfather for the first time," she says, and whenever he



talks about his granddaughter “he is glowing. Sometimes at the level where he is in his career, as the chief marketing officer for a billion-dollar corporation those attributes can be lost. Not so in his case.”

Wilson says Smith’s greatest contribution to Rollins Inc. has been his ability to build a strong marketing team devoted to data-driven decision-making. “Since Kevin’s arrival nearly all marketing decisions are made based on what provides the greatest return,” he says. “We talk about failing fast, and in order to do that you have to have data ready to aid in those quick decisions.”

Wilson also admires Smith’s ability to relate to everyone in the organization, including those on the front lines of the industry. “He understands innately that the best marketing idea ever will fail badly without support from the people that have to make

that idea happen in the field,” he says.

“Kevin has been a great asset to Rollins during his 18 years with the company,” says Chairman and CEO Gary W. Rollins. “He has done an excellent job helping us move Orkin and our other brands into the future, while maintaining our core values and strengths. He’s been instrumental in helping us grow the business,” which Smith finds incredibly gratifying.

“You want to know you’re contributing to the success of an organization and making a difference,” Smith says. “That’s the main reason I’ve been here for 18 years.” And through it all, Smith has never lost sight of who is responsible for the success of the company. “Those front-line service techs are delivering our brand every day,” he says. “Our marketing wouldn’t make any difference if those techs weren’t delivering on our brand promise every day. 🌱



“Kevin has been a great asset to Rollins during his 18 years with the company. He has done an excellent job helping us move Orkin and our other brands into the future, while maintaining our core values and strengths.”

GARY W. ROLLINS,
Chairman and CEO



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WHY ARE YOU NOMINATING THIS INDIVIDUAL?

Why Should This Individual Be Recognized With A 2021 Crown Leadership Award?	
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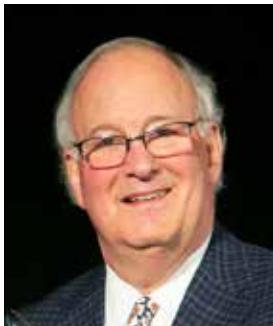


Lifetime Achievement AWARD WINNERS

For the past six years, PCT and Syngenta have had the honor of bestowing the coveted Lifetime Achievement Award to a distinguished member of the pest control industry at NPMA PestWorld. Past recipients of this prestigious award, as selected by previous winners of the Crown Leadership Awards, include Norman Goldenberg, the inaugural honoree in 2014; Norm Cooper (2015); Tom Fortson (2016); Bob Dold (2017); Dr. Austin Frishman (2018); and Victor Hammel last year. Profiles of each previous winner of this eagerly anticipated award are featured here. Since NPMA PestWorld is a virtual event this year, and the Lifetime Achievement Award is presented live at our annual reception, the award will not be presented in 2020. However, PCT and Syngenta will resume this annual tradition in 2021 at NPMA PestWorld in Las Vegas, Nev.

Victor Hammel

Victor Hammel is chairman of Rentokil Pest Control, North America. The winner of NPMA's prestigious Pinnacle Award in 2013, Hammel grew up in the pest control industry, bagging rodenticide baits as a child for J.C. Ehrlich Co., his family's business. Before selling the company to Rentokil in 2006, he served as co-owner and chief executive officer of the Reading, Pa.-based business. A graduate of Penn State University and the Harvard Business School Executive Education program, Hammel is past chairman of the board of the Reading Health System and vice chairman of the Professional Pest Management Alliance, as well as co-founder of CPS Insurance Co., Ltd. He was named PCT's Professional of the Year in 2008.



Austin Frishman

Dr. Austin Frishman, owner and president of AMF Pest Management Consulting, is a legendary figure in the pest management industry. With a career spanning more than five decades, Frishman earned his undergraduate degree in entomology and his master's degree from Cornell University, eventually earning a doctorate from Purdue University, where he was a frequent speaker at the university's annual conference. In recognition of his career, Frishman received Pest Control Technology's Professional of the Year Award in 1993; was named to the Crown Leadership Awards Class of 1998; and in 2002 he was inducted into Pest Control Magazine's Hall of Fame. Today, Frishman continues to devote his time and energy to industry education and training.





Norman Goldenberg

In 2014, veteran PMP Norman Goldenberg was named the inaugural Lifetime Achievement Award winner. He graduated from the University of Florida with a degree in entomology. Goldenberg 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), Florida Pest Management Association (FPMA), Project EverGreen and the Professional Landcare Network (PLANET).



Norm Cooper

A past president of the National Pest Management Association, Norm Cooper was one of the industry's most passionate advocates. A native New Yorker, Cooper launched Abby Exterminating Services in 1954, a company he owned until January 1971

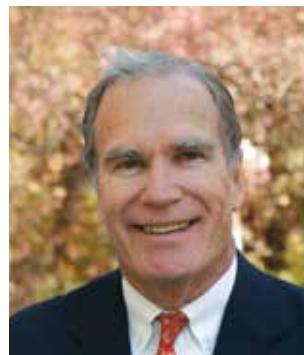
when he sold it to ESCO (Exterminating Services Co.). He stayed on board at ESCO, eventually becoming president of the exterminating services division. He retired from ESCO in 1996 and launched a successful consulting business, Norman Cooper & Associates. Cooper served as NPMA president in 1991-1992 and during his tenure created the association's highly praised "Guardians of the Environment" branding, an initiative many credit with improving the industry's image nationally and throughout the world. He passed away in 2016.



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. 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.



Bob Dold

A graduate of Denison University, Bob Dold is CEO of Rose Pest Solutions, Chicago, Ill. A tireless supporter of the professional pest management industry, Dold has served as president of the Illinois Pest Control Association and

Indiana Pest Management Association, as well as on the Purdue Conference Planning Committee. In 1984, he was elected NPMA president, spending more than 180 days on the road in support of the association during a critical time in the organization's history. A devoted family man, Dold and his wife Judy raised four children and spend a significant amount of time with their grandchildren, while simultaneously running a successful family-owned pest control business. Bob and Judy Dold received the prestigious National Pest Management Association Pinnacle Award in 2017. 🌿



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