



# 15 Years,



# 64 Legends

Marty Whitford Editor-in-Chief

When the National Pest Management Association's (NPMA's) PestWorld 2011 concludes this month, 64 industry legends — including three couples — will have been inducted into the esteemed *Pest Management Professional (pmp)* Hall of Fame.

To further honor these difference makers — professionals who truly have gone above and beyond to advance the pest management industry — we recently launched [www.pmphalloffame.com](http://www.pmphalloffame.com), comprising 61 profiles of our Hall of Famers (three features cover couples), as well as coverage (photos and videos) from past induction ceremonies.

We also partnered with New York-based Bug-Off Pest Control Center to purchase 8-by-6-inch plaques featuring bronze, 3D etchings of each of our Hall of Famers. These will be showcased at Purdue University thanks to *pmp* Hall of Famer Dr. Gary Bennett and the rest of his Boilermakers team.

Fifteen years after our first Hall of Fame class was inducted in 1997, amazingly, the caliber of industry icons being inducted this year is as strong as ever. Please join us in saluting our *pmp* Hall of Fame Class of 2011:

- ★ **William E. Blasingame Sr.;**
- ★ **Julius C. Ehrlich (posthumous);**
- ★ **Dr. Roger Gold;**
- ★ **Victor Hammel; and**
- ★ **Raymond "Ed" Scherzinger (posthumous).**

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## *pmp* Hall of Famers

- 1997** Dr. John Osmun  
Bob Russell  
Dan Stout
- 1998** Bill Brehm  
Bill Buettner  
Charlie Hromada  
J.E. Sameth
- 1999** Stanley Baker  
Norm Cooper  
Norm Ehmann  
Otto Orkin
- 2000** J.J. Davis  
Harry Katz  
Rufus "Red" Tindol Jr.  
Clayton "Bud" Wright
- 2001** Mel Edelstein  
Tom Evans  
Solomon Rose  
Vern Walter
- 2002** Al Cossetta  
Bob & Judy Dold  
Dr. Austin Frishman  
Dr. Lee Truman
- 2003** Dr. Walter Ebeling  
Dr. Ralph Heal  
Dr. Doug Mampe  
Mark Weisburger
- 2004** Dr. Paul Muller  
Dr. Phil Spear  
Malcolm Stack  
Blanton Whitmire
- 2005** Bob Jenkins Sr.  
Paul Hardy  
Jerry Mix  
Harold Stein Jr.
- 2006** Gary Bennett  
Truly Wheatfield Nolen  
Bill Spitz  
Jim Steckel
- 2007** Roy Ashton  
Arnold Mallis  
Ada & Millard Oldham  
Mike Rust
- 2008** Bobby Corrigan  
Norm Goldenberg  
Mark Lacey  
Harvey Massey
- 2009** Al & Sandee Burger  
Jacques Hess  
Motokazu Hirao  
Joe Thomas
- 2010** Paul K. Adams  
Allen James  
Bob Kunst  
Charles Pomerantz  
Dr. Charles Wright
- 2011** William E. Blasingame Sr.  
Julius C. Ehrlich  
Dr. Roger Gold  
Victor Hammel  
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# Regulator turned

By Kelli Milligan  
Stammen

// Industry icon” and “pioneer” are repeated over and over again by colleagues of William E. Blasingame Sr., illustrating the importance of his 60-year-plus career in pest management.

It’s humbling, yet deserving praise for a man who happened to fall into a profession that still means as much to him as it does for the thousands who benefitted from his expertise for decades.

This mutual admiration is just one reason why Blasingame, 87, was selected for induction into the *Pest Management Professional (pmp)* Hall of Fame, Class of 2011 — after receiving a record number of nominations.

*pmp* Hall of Famer William E. Blasingame Sr. has been helping advance the industry for more than 60 years.



“I like pest control people,” he says, from his home in Georgia. “I like the nature of what they do. They are good folks.”

Blasingame adds that he was surprised by, and is very appreciative of, the Hall of Fame honor.

“To do something for more than 50 years, and to have your work recognized at the end of your career, it makes you feel that maybe you have accomplished something,” he says.

What Blasingame helped accomplish has had a profound and lasting impact on pest management

professionals (PMPs) not only in Georgia, but around the country.

## Degrees of Entomology

When he left the U.S. Navy after World War II, having worked in the medical field during his service in the Pacific, Blasingame enrolled at Atlanta’s Emory University on the GI Bill.

“At that time, everybody in the world



Bill Blasingame Senior has been blazing trails in pest management and entomology for more than half a century.

wanted to be a doctor,” he says. After deciding that medicine wasn’t his passion, he left Emory and enrolled at the University of Georgia.

“By chance, I took an elective course on entomology,” he recalls, noting that Georgia didn’t have a full-fledged entomology program at the time. “I think we only had two teachers.”

One of those teachers, Dr. Horace Lund, had a profound impact on the young career of the budding PMP.

“We got to be very close,” Blasingame says of Lund. “He was the most influential person of my career.”

That career took off with a shot when, in 1950, he graduated from Georgia with a bachelor’s of science degree in entomology and went to work for the Georgia Department of Entomology. It was a crucial time to be a part of the pest control industry in the state.

“Back when (Blasingame) was at the department, you didn’t mind when state



## Serving the industry

government got involved. They were an ally and there to help you,” recalls Rufus “Bubba” Tindol, president of Allgood Pest Solutions. “Dad always talked very highly of him.” Tindol’s father, the late Rufus “Red” Tindol, is a fellow Hall of Famer and a close friend of Blasingame.

At that time in Georgia, Tindol says, there were several “fly-by-night” pest control operators with dubious practices — and no official need to get a license to perform pest management.

Blasingame helped craft and enact the legislation to “get the crooks and bad guys out of the business,” Tindol says.

To reign in unlicensed operators and establish a trust between the public and certified PMPs, Blasingame drafted the Georgia Structural Pest Control Act — and created the Georgia Structural Pest Commission as part of it. He accomplished all of this while serving as director of the state’s entomology department, beginning in 1955. Lund, his former mentor, served on the commission with him for 10 years.

“I would consider (Blasingame) a pioneer,” Tindol says. “Bill was in the business when it started to become a

‘professional’ business. Some came in kicking and screaming, but we needed to become a professional business.”

Blasingame calls that time in his career the most critical.

“The most important thing I did was spend 15 years as a regulator, writing the Georgia law and overseeing its implementation and enforcement,” Blasingame states. “It was a trying period. Regulation was new to everybody back then.”

Valera Jessee, who has been executive director of the Georgia Pest Control Association for the past 26 years, says those experiences enhanced Blasingame’s standing in the industry.

“Bill has been so involved in moving the industry forward,” she says. “He is well-known nationally for setting up what we needed in Georgia.”

That act not only set up the laws needed to regulate the industry in the state, but also served as a platform for Blasingame’s professional future.

### Private-sector professor

Blasingame’s unique perspective on the industry was enhanced when

*Continued on page 28*

William E. Blasingame Sr. acts like a bulldog, working on behalf of the advancement of the professional pest management industry ever since graduating from the University of Georgia with a bachelor’s of science degree in entomology in 1950.

Blasingame was appointed director of the Georgia Department of Entomology, where he crafted the Georgia Structural Pest Control Act and served as the first chairman of the Georgia Structural Pest Control Commission.

### He’s held the following positions during his 60-plus years in the pest management industry:

- assistant director of the Georgia Department of Entomology (1950-1955);
- director of the Georgia Department of Entomology (1955-1964);
- vice president/technical director of Getz Exterminators and Getz Services (1964-1974);
- director of services of the training and consulting division of Stephenson Chemical Co. (1974-1989); and
- owner of Blasingame Services, a training and consulting company (1989 to present).

### He served on the following state and national boards and commissions during his career:

- first chairman of the Georgia Structural Pest Commission;
- past president of the National Pest Control Association (now the National Pest Management Association, or NPMA);
- past president of the Georgia Pest Control Association;
- past president of the Greater Atlanta Pest Control Association;
- member of Pi Chi Omega;
- past president of the Georgia Entomological Society;
- past president of the Georgia Environmental Health Association;
- member of the Georgia Pesticide Advisory Board; and
- past chairman of the Southern Plant Board.

One of Blasingame’s proudest legacies is his son, Bill Jr., and his brother-in-law, Joe Baccus, both of whom have had successful careers in his chosen profession. In October 2010, Monroe, Ga.-based Baccus Exterminators (Baccus’ company) honored him with the naming of its W.E. Blasingame Sr. Pest Control Training Center. — KMS



After serving as an industry regulator, William E. Blasingame Sr. became a PMP and eventually served as president of the National Pest Control Association (now named National Pest Management Association) 1972-73.





*Continued from page 27*

he left the state and was hired in 1964 by one of the South's oldest pest control companies, Getz Exterminators and Getz Services, where he served as vice president and technical director.

During that time, he began working in national pest control circles. He became president of the National Pest Control Association (now the National Pest Management Association, or NPMA) in 1972.

When he went to work in the very industry he helped regulate, Blasingame was able to better get to know and influence those who worked in pest control. And when he became director of services in the training and consulting division of Stephenson Chemical Co., he went from industry pioneer to icon. Everyone wanted to learn from him — and he was more than willing and able to teach them what they needed to know.

"Bill was the go-to guy," Jessee recalls, noting one episode early in her career where she was forced to replace a key speaker who was a



**"Dad's not boastful, that's for doggone sure. This really 'got him,' to be a part of this group — the pmp Hall of Fame."**

— Bill Blasingame Jr.

no-show at a conference. Blasingame was up to the challenge.

"Bill taught a couple of classes on the spur of the moment, and taught them well," she says. "He has always been willing to step up and help in any way to grow the industry."

That's precisely how Rick Bell,

vice president of government affairs and industry stewardship at Arrow Exterminators, recalls Blasingame, from his earliest days of being mentored by him at Stephenson Chemical in the late-1970s.

"There's nothing he didn't know about insects, insecticides, sprayer equipment ...," Bell says, noting that the foundation he received under Blasingame's tutelage has been instrumental in his own success today. "I credit Bill for giving me my start."

Blasingame left Stephenson in 1989 to begin his own pest control training and consulting business.

"He has a great sense of humor," Tindol says. "He has a tremendous knowledge of the business, and he's always willing to share this knowledge. He was a good instructor. He always kept the class light and laughing a little bit."

Bell agrees, noting that people were always lined up after training to talk to Blasingame, and he would stay until he talked to the last person in line.

"He absolutely understood the synergy of making learning fun," he adds. "And he could talk to any audience. If he had a room full of Ph.D.s, he'd talk about the science; if he had a room full of technicians, he'd talk to them about their jobs."

**ABOVE:** William E. Blasingame Sr. made a career out of making friends and helping launch careers. **LEFT:** Monroe, Ga.-based Baccus Exterminators honored Blasingame by naming its new training center after the pmp Hall of Famer.





## Behind the legend

Blasingame and his wife, Sarah, live in McDonough, Ga., with their son, Bill Jr. and his family.

"He is the most laid-back, kindest person you'd ever want to meet," says his son, Bill Blasingame Jr., who followed in his father's footsteps and is general manager and technical director at Baccus Exterminators, his uncle's company. "He has a great sense of humor, he's even-keeled and he's willing to do whatever is needed — a very steady personality. I have never heard him yell, except at Georgia football games."

The younger Blasingame notes his father's primary focus now is not on work, but on his wife of 65 years, who after a stroke a couple years ago is mostly confined to a wheelchair.

"Dad is at her beck and call," he says, noting his father is truly humbled to be included with professionals the caliber of our *pmp* Hall of Famers.



**ABOVE:** *pmp* Hall of Famer Bill Blasingame Sr. and his wife Sarah have had the time of their lives in pest management. **RIGHT:** A gifted speaker, Blasingame embodied "infotainment" decades before the word was coined.



"Dad's not boastful, that's for doggone sure," he says. "This really 'got him,' to be part of *this* group."

His bride, though, minces no words about his induction.

"He absolutely deserves it," Sarah Blasingame says. "I went to enough meetings with him I feel I could be an entomologist. It was a great life."

It was a life that, at the capper of a career, Blasingame says he "couldn't have done without her."

The Blasingames have two children, five grandchildren and four great-grandchildren. ***pmp***

You can reach freelancer Milligan Stammen at [kmstammen@hotmail.com](mailto:kmstammen@hotmail.com).



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# Adventurous icon

Will Nepper  
Managing Editor



In 1951, Julius C. Ehrlich is honored with a plaque on his 80th birthday by his nephews and then partners: Arthur Hammel, Alex Ehrlich and Simon E. Hammel.



To say the pest management industry has many pioneers is an understatement. But no discussion of the industry's history is complete without acknowledging Julius C. Ehrlich — a man who brought respect and professionalism to a business that had suffered the effects of a bad reputation.

The most important thing to know about Ehrlich — who emigrated from Belligheim-Baden, Germany, in 1888 at age 17 — is that his last name means “honesty” in his native language. Serendipitous as that might be, there's no denying the word and man will be bound together in the minds of pest management professionals (PMPs) forever. The ripple effect of his influence continues to be felt throughout an industry that has him to thank for much of what makes it a robust and respected profession.

During Ehrlich's early years, respect for the industry was hard to come by, but he was still a long way from finding his professional home. Beginning his American experience in a clothing store in Atlantic City, N.J., it took him almost no time to decide that wasn't the business for him. So he moved on ... all the way to the Pacific Northwest, which was a considerable traveling feat at the time.



Julius C. Ehrlich embodied initiative, creativity and an unwavering commitment to exceed expectations.

## Moving and momentum

The decision to cross the country to find his fortune paid off. Ehrlich spent time as a copper prospector and bought and operated several businesses including, a sawmill in Washington state, a dairy farm in Montana, and a brewery in Idaho. His growing family quickly became accustomed to his enterprising outlook on life, wondering what part of the U.S. they would conquer next.

Then Ehrlich's sister persuaded him to move to Reading, Pa., where he found successful, stable work in a highly respected business that helped people and improved the quality of their lives — optometry. Although he was able to provide a nice life for his family as an optician at his brother-in-law's practice, it didn't satisfy his adventurous, entrepreneurial spirit. Neither did his next job as a door-to-door salesman of sprayers and insecticides; however, this position opened an important door for Ehrlich.

## The call to service

During the 1920s, Ehrlich worked for no salary, making money solely on commission.

# changes industry

He not only sold insecticides but trained his customers how to use them effectively. His hope was to procure renewal orders in a world with few pest control companies and a city (Reading) with none.

When one of his customers, a large department store, did not use the insecticide it had purchased from Ehrlich, he offered to apply the product for the business. The intent was simply to get a reorder but it occurred to Ehrlich that he could satisfy his customers better by providing the service. So, in 1928, at age 56, he opened the J.C. Ehrlich Exterminating Co. in Reading. Eighty-three years later, that department store — now part of a chain — is still a customer.

From the beginning, Ehrlich put what would become a three-pronged business philosophy into place to assure his business' success. Initiative, creativity and exceeding expectations became the company dogma. Initiative was a quality that evolved from Ehrlich's determination to overcome any obstacle. During the early '30s, he was faced with selling a service people didn't necessarily know they needed and a product they

thought they could apply effectively themselves. His creativity was bound to his innovative concept of using existing insecticides to close a sale and start a new business that, at the time, didn't exist in a prominent way.

Ehrlich's dedication to exceeding his customers' expectations helped his company grow into one of the largest privately owned pest control businesses in North America. At the time, pest-plagued customers expected to be sold an insecticide. They didn't expect the application to be completed professionally for them.

"There was a time when our industry's reputation was questionable," says Victor Hammel, Ehrlich's great grandson, who would become CEO of the family owned business. "But my great-grandfather assured that his pest control business maintained the highest standards in his market. Others in the industry also saw the need to do that in their markets and pest management is now a respected service."

## Slim times, familial ties

During the Great Depression, Ehrlich managed to keep his business afloat with the help of two technicians.

*Continued on page 32*



## Decades of Dedication

■ **1871** — Julius C. Ehrlich, founder of the J.C. Ehrlich Exterminating Co., is born in Belligheim-Baden, Germany.

■ **1888** — Ehrlich emigrates to the U.S.

■ **Late-1890s** — Ehrlich impulsively moves to the Pacific Northwest, where he tries his hand as a copper prospector — a decision that brought him enough capital to explore new business ventures, such as operating a sawmill in Washington state, a dairy farm in Montana, and a brewery in Idaho.

■ **Early-1900s** — Ehrlich takes a job at his brother-in-law's optometry practice before leaving to become a salesman of sprayers and insecticides.

■ **1920s** — Succeeds with the innovative idea of selling application service with his sprayers and insecticides.

■ **1928** — Opens The J.C. Ehrlich Exterminating Co. for business in Reading, Pa.

■ **1938** — Helps three nephews escape Nazi Germany and the company welcomes them as coworkers Nos. 4, 5 and 6 — during The Great Depression.

■ **Early-1940s** - Alex Ehrlich and Simon Hammel move to Lancaster, Pa., and Pottsville, Pa., respectively to establish branch offices.

■ **Mid-1940s** — Three nephews become partners and additional branch offices, generally with just one technician each, open in eastern Pa.

■ **1952** — Ehrlich retires to Trenton, N.J., at age 81.

■ **1958** — Ehrlich dies, but his legacy of service to the pest management profession lives on across J.C. Ehrlich Co. and across the industry.

**J.C. Ehrlich Exterminating Co. was built on the founding principle that to succeed in business, and life, one must go above and beyond in serving customers and associates.**







*Continued from page 31*

That changed when he helped three nephews escape Nazi Germany by providing guaranteed work — their only viable ticket out of Germany. The three nephews — Arthur Hammel, Simon Hammel (father of Bobby and Victor Hammel) and Alex Ehrlich — couldn't speak English but knew their work ethic was the key to their freedom.

It wasn't the easiest of beginnings, but Ehrlich's business survived The Great Depression. J.C. Ehrlich didn't just survive; it thrived — to eventually become an industry standard bearer.

"Julius C. Ehrlich was critically important to teaching many the right way of running a successful business," Victor Hammel says. "He perfected the strategy of using referrals and recommendations."

Ehrlich's crews covered Reading's outlying towns during the week (sometimes staying at local YMCAs), alternating technicians night and day to provide round-the-clock service before returning to Reading at week's end.

Alex Ehrlich moved to Lancaster to reduce travel time, and Simon Hammel moved to Pottsville in the

early 1940s — moves that established the company's branch offices. The three nephews eventually became company partners, and by the mid-1940s additional branch offices were established in eastern Pennsylvania.

### **End of an era, new beginnings**

Ehrlich, who moved to Trenton, N.J., in 1952 to retire, died at age 81 in 1958.

After his death, the company entered into agricultural chemical sales, garden center pesticides, packaged pesticide supplies and janitorial supplies. This meant more branch offices and the development of an industrial weed-control division. The new chemical supply opportunities continued to grow and change, leading to the establishment of the J.C. Ehrlich Chemical Co. — a separate entity that would still be owned by the family — in 1960.

During the '60s and '70s, the company expanded — via internal growth and the acquisition of other companies — despite the absence of its founder. Throughout the years, nonfamily management played key roles in the company's growth and development, but the business continued to maintain its strong familial roots.

By 1978, Arthur Hammel had been president for 27 years as the company celebrated its 50th anniversary, opening 22 offices with 325 employees.

In 2006, the company merged with Rentokil, a coupling that created the largest North American pest management company. The Ehrlich/Hammel tradition continues with Jed Hammel, who is Division Manager of Bioremediation Services of Rentokil. Jed is the great-great Grandson of Julius Ehrlich, grandson of Simon Hammel and son of Victor Hammel.

**"Julius C. Ehrlich was critically important to teaching many the right way of running a successful business."**

— Victor Hammel



Despite changes, readjustments, managerial shuffles and evolving technology, the company still clings tight to its earliest roots and the pioneer who made it all possible. Ehrlich's classic American dream-come-true story serves as inspiration for would-be entrepreneurs. Equally important, the Ehrlich name remains synonymous with integrity, ingenuity, business savvy — and, last but not least, honesty. **pmp**

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**J.C. Ehrlich quickly blossomed from its humble beginnings of one insecticide salesman offering an application service as well.**





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# Teaching Tomorrow's

By Matt Lobe  
Associate Editor



Growing up, Dr. Roger E. Gold had to be tough and adaptable. His father was trained as a civil engineer in the military, and that translated to his dad working as a project manager in the construction industry when he returned home from World War II.

As a result, Dr. Gold constantly was introduced to new places and faces; he never knew how long his family would remain in the same location. Moving between California, Nevada, Montana and Utah, Dr. Gold often worked as a custodian on his father's construction crews.

"I always assumed I'd pursue a profession in one of the trades because that's the type of work I was exposed to growing up and it made sense," he says.

But as Dr. Gold grew older, some of the more physically demanding stints in difficult environments, such as long-hours with the asphalt and concrete crews, turned him away from the trades. He decided to earn a college degree so he wouldn't have to do such work for the rest of his life.

## Finding his way

In 1962, Dr. Gold was accepted to the University of Utah, where he planned to become a dentist. The humble Dr. Gold says he wasn't the brightest student during



Dr. Roger E. Gold has made a career out of launching careers. His former students comprise a virtual industry Who's Who.

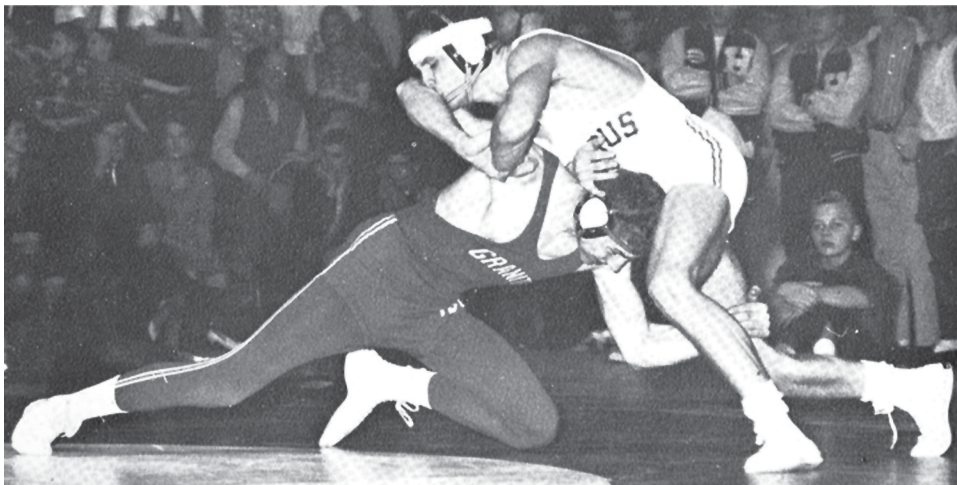
his introductory science courses, but he was willing to outwork his peers, a trait he inherited from his father.

During his first two years at the university, Dr. Gold became innately interested in an aquatic entomology course, which involved collecting stream samples for testing and research.

"Because my family was always on the move, I had the opportunity to fish in many beautiful environments, a hobby I still enjoy," he says.

After completing two years of introductory science courses at the university, Dr. Gold partook in the Southern States Mission for the Church of Jesus Christ of Latter Day Saints from 1964 to 1966, traveling throughout Georgia and South Carolina.

Wrestling 141 pounds for Granite High School, Dr. Roger E. Gold was quite the pest to area grapplers.



# Industry Leaders

**Dr. Roger E. Gold and his wife seemed to welcome a new child into their clan with each new degree he earned.**

“The missionary trip was good for my development as a young man because it forced me to interact with strangers,” he says. “It exposed me to new environments, and it made me adapt to new surroundings.”

In 1966, Dr. Gold returned to the University of Utah. During the next two years, he earned a B.S. Degree from University of Utah’s Department of Zoology and Entomology, married his longtime girlfriend, and they welcomed their first child, Roger Shane Gold. Dr. Gold stayed put, for a change, and earned an M.S. Degree in Biology from the University of Utah in 1970, the same year their



second child, Ryan, was born.

Later that year, the Golds moved to California when Dr. Gold was offered a full scholarship to pursue a Ph.D. in entomology from the University of California-Berkeley. In 1974, Dr. Gold earned his doctorate and the Golds welcomed their third child, Christopher.

After graduation, Dr. Gold applied for a job at the University of Arizona. Later that year, he was hired by George Ware, then head of the school’s entomology department. Ironically, the reason Dr. Ware selected Dr. Gold among all the applicants was his ability to operate heavy machinery.

About the same time Dr. Gold started at the University of Arizona, the U.S. EPA introduced guidelines requiring new certification for those applying pesticides in urban and agricultural areas. Dr. Gold’s new position made him a one-man show in the training process as he set up programs throughout the state.

## Moving up

After five years of conducting successful training programs,

*Continued on page 36*



## Dr. Roger E. Gold’s Crowning Achievements

- Evolved basic investigation of termite biology into efficacy and longevity of termiticides, termite swarming synchronization, and evaluation of various termite detection and control equipment. Crafted a correspondence course in the biology and control of termites in which more than 9,000 pest management professionals (PMPs) enrolled.

- Studies of fire ants, Raspberry crazy ants, rover ants, pharaoh ants, white-footed ants, carpenter ants and Argentine ants. Work included evaluation of potential control measures of liquid and granular baits, spray systems and biological control agent use.

- Cockroach biology and control, including evaluations of management technologies involving baiting, biological control, ultrasonic sound devices and pesticide application technologies.

- Bedbug biology and control, including evaluation of newer management technologies such as chemicals, heat and mechanical removal. Developed methods to perform metaresearch involving large databases from the hospitality industry based on thousands of roomnights.

- Pesticide exposure monitoring and evaluation with urban and agricultural applicators. Work included pesticide remediation and clothing decontamination.

- Planned, implemented and conducted annual and biannual conferences to support the training, licensing and certification requirements for the industry. In January 2012, the Texas A&M University Urban Pest Management Conference and Workshop will be held for the 66th time, and it will be Dr. Gold’s 23rd year on the planning committee.

- Taught undergraduates and graduates at the University of Arizona, University of Nebraska and Texas A&M University.



**The evolution of Dr. Gold’s hairline proves grass doesn’t grow on a busy street. (Yes, Dr. Gold OKed this cutline; he has a fantastic sense of humor.)**





Dr. Roger E. Gold spearheads a research program for graduates at Texas A&M that specializes in cockroaches, ants, termites and bedbugs.

Continued from page 35

Dr. Gold was approached by one of his colleagues, Dr. Martin Massengale, who was taking a job at the University

of Nebraska as vice chancellor. Dr. Massengale wanted Dr. Gold to come with him. Once there, Dr. Gold established the Center



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**"I've collaborated with numerous former students — now government officials, entomologists and pest management company owners — to give back to the industry."**

— Dr. Roger E. Gold



for Environmental Programs, which included certification training, integrated pest management and research in urban entomology. Eventually, Dr. Gold became head of the Department of Entomology, and Director of the Water Center.

Since 1989, Dr. Gold has held the position of Endowed Chair for Urban and Structural Entomology at Texas A&M University, a position he's held since 1989. Responsible for research, teaching and extension programs involving integrated management of insects near the environments of humans and pets, Dr. Gold's principle

*Continued on page 39*

An aerial photograph of a suburban neighborhood at sunset. The houses are arranged in rows, and their windows are glowing with a warm, golden light, suggesting the sun is low on the horizon. The sky is a mix of orange, yellow, and blue. The overall scene is peaceful and idyllic.

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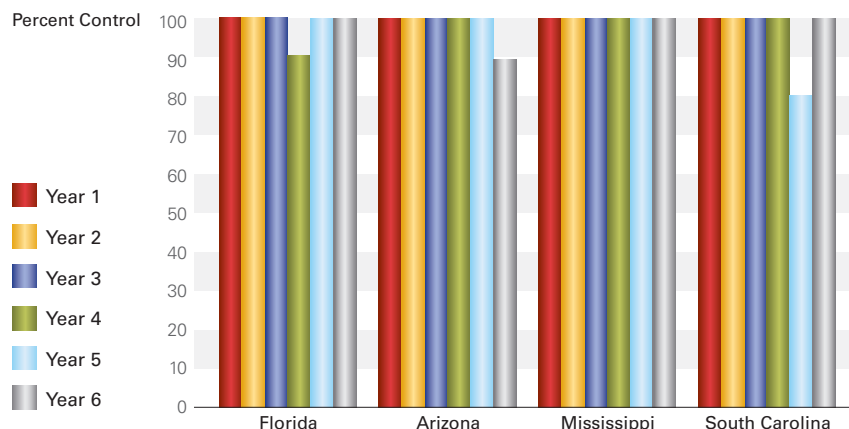
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Source: USDA-Forest Service

## DuPont™ Altriset® Termiticide Profile

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*The miracles of science™*

*Continued from page 36*

interests include emerging pests such as fire ants, bedbugs, Formosan and native subterranean termites, and Raspberry crazy ants.

Additionally, he's a professor for undergraduates studying urban entomology. Gold's courses provide an overview of the importance of insects and the role they've played in the development of human society, as well as current information about the biology and movement of insect populations in urban and structural environments. He also spearheads a research program for graduates that specializes in cockroaches, ants, termites and bedbugs.

Most of all, the humble Dr. Gold is proud of his students' professional accomplishments.

"Some of my students hold legislative and agricultural positions within the government; some have served overseas as military entomologists; and some have started their own pest control companies — so we've collaborated together to give back to the industry," he says.

Dr. Gold has developed a multitude of funding sources throughout the

years to support myriad programs in urban entomology for the development of training materials such as publications, videotaped educational programs and slide presentations. Additionally, these extensions develop and implement integrated management programs for insects associated with structures that will reduce pest populations while protecting humans, their pets and



**ABOVE: Dr. Roger E. Gold has long been attracted to schools — be they places of higher learning or groups of fish. BELOW: Dr. Gold's class continues to expand at home as well. He's now the proud grandfather to 13 blessings from above.**

the environment. All told, he has helped raise more than \$20 million dollars to advance the industry on this front.

Dr. Gold's renowned research represents a balance between basic and applied research of urban insect pest management. He places emphasis on the basic biology of pest species and their parasites, predators and pathogens.

A member of several professional and scientific societies, Dr. Gold has authored countless cutting-edge papers for scientific journals and trade publications. He regularly delivers riveting technical presentations to pest management professionals (PMPs) attending conferences and workshops.

Dr. Gold is a world-class educator, groundbreaking researcher and cherished mentor — an industry advocate for the ages.

"I always thought I'd be a dentist," he says. "My parents did, too. In fact, they still believe I am." **pmp**

*You can reach Lobe at [mlobe@questex.com](mailto:mlobe@questex.com).*





# Shining Example & Unwavering

Will Nepper  
Managing Editor

**T**hat he would be a 2011 *pmp* Hall of Fame inductee is no surprise to anyone who's heard of Victor Hammel — and that's not even counting those who know him personally. After all, his career history is the stuff of which business iconography is made.

"The man is larger than life," says Kevin Kordek, president of A-Active Termite & Pest Control Co. "I met him about 15 years ago at PestWorld — and he approached me. I was starstruck. He's a brilliant business man."

More than partially responsible for taking the third-generation, family-owned J.C. Ehrlich Co. and expanding it into the largest independent company in the industry, Hammel also was a key force behind the firm's 2006 merger with

Rentokil Initial. By selling J.C. Ehrlich to the British-owned Rentokil, Hammel proved he is much more than a dedicated industry achiever; he's a savvy big businessman to boot.

Before that daunting transaction, there was no questioning Hammel's ability to keep a large and growing family-owned business in the black. After the 2006 merger, a global pest control powerhouse gained a significant foothold in North America, instantly changing the competitive landscape.

Hammel's ties to the pest management profession trail back three generations. He learned the ropes at 8 years old, bagging rodent bait to earn his allowance and learning the business by absorbing it. He grew up attending pest control seminars and learning the family profession from the inside out at the hands of unparalleled mentors: two uncles and his father, who had been working together for years. Each were different men with different strengths and different lessons to teach young Hammel.



Vic Hammel's father instilled in him at an early age a deep appreciation of customers and coworkers alike.

His uncle, Arthur Hammel was in charge of J.C. Ehrlich's daily operations and, by all accounts, his life revolved around it. His cousin, Alex Ehrlich, once a judge in Germany, escaped Hitler's concentration camps during World War II to come to America where he became a chemist and entomologist.

But it was Hammel's father, Simon, whose influence was most evident in the way he'd conduct business throughout his career.

"We'd be at the dinner table, and my father always emphasized for me how grateful we should be for the people who worked in the business," he recalls. "He'd say, if it weren't for them, we wouldn't have this food to eat."

It was this inherited value of coworkers that helped guide Hammel toward success in his early years.

"When I joined the company in 1971 after returning from the Army, it was a



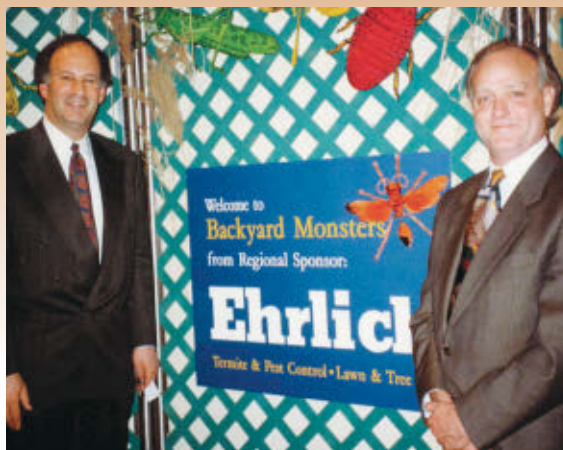
Sharing his experience freely with colleagues, Vic Hammel continues to advance the pest management industry.



# Industry Advocate

terrific company,” he says. “My father and his partners laid the foundation, but it was still pretty small. We were about 100 people doing about \$1 million worth of business annually.”

Later though, under Hammel’s leadership, the business achieved greater success and continued to grow. By the time the business was sold in 2006, it employed 1,250 people and recorded \$124 million in annual business. While Hammel takes great pride in the achievement, he’s careful to acknowledge he really owes family mentors who led the way and coworkers whose loyalty and support he considers every bit as important as his own contributions.



**pmp Hall of Famer Vic Hammel salutes his coworkers and three generations of his family for the business’ storied success.**

“That kind of growth is important because it’s not a one-person achievement,” he says. “I’m proud of the people who joined our company, shared the vision and grew into new responsibilities. High on that list were my partners: Richard Yashek, a cousin, and my brother Bobby Hammel. Not only did they work with utmost devotion and made substantial contributions, but they also were selfless in encouraging me to serve as CEO.”

Many of those people are still with the company. In fact, the employee retention rate under Hammel’s leadership can be considered exceptional by any standards.

“He’s a humble giant — someone who’s available to anyone who seeks him,”

*Continued on page 42*

**Under Hammel’s leadership, J.C. Ehrlich Co. grew from about 100 associates to 1,250 coworkers.**

## ★ Victor Hammel: a career snapshot

■ **1967** — Victor Hammel graduates from Penn State University with a degree in accounting. He receives The Outstanding Senior Award.

■ **1970s** — After serving in the U.S. Army as a military intelligence officer, Hammel rejoins J.C. Ehrlich Co., and along with partners Richard Yashek (a cousin) and Bobby Hammel (his brother), they built the business to \$124 million in annual revenues with 1,250 coworkers.

■ **1980** — At the age of 34, Hammel (along with Dick Keenan of Waltham Services and Bob Sameth of Western Pest Control) cofounds a captive insurance company operating in the U.S. as PestSure Insurance. Since its inception, Hammel served as its first treasurer and then president. It’s the first insurance company run exclusively by pest management professionals.

■ **1992** — Hammel begins service on The Reading Hospital and Medical Center Board of Directors, of which he is now Vice Chairman.

■ **1997** — The National Pest Management Association (NPMA) establishes the Professional Pest Management Alliance (PPMA). Hammel becomes a long-serving member of the PPMA’s executive staff. As vice chairman responsible for fundraising, he earns the nickname “The Hammer” for his relentless efforts.

■ **2000s** — J.C. Ehrlich is named one of the best 25 places to work in Pennsylvania and New Jersey.

■ **2006** — J.C. Ehrlich merges with Rentokil Initial to become the North American base for that company’s pest control operations. Hammel serves as CEO.

■ **2007 - 2009** — Rentokil acquires Presto-X, Watch All and 14 other companies.

■ **2009** — With annual revenues exceeding \$210 million, Hammel steps down as CEO of Rentokil North America and transitions into semi-retirement, while serving as Chairman of Rentokil North America.

■ **2011** — Hammel and wife, Dena, announce the creation of the Dena and Victor Hammel Trustee Scholarship at Penn State Berks to assist students with financial need.







*Continued from page 41*

Kordek says. “Not only is he good to his customers, he’s always willing to share what he knows with others in the business, and the way he treats his employees should be the template for anyone starting a pest management business.”

“We established a ‘Wall of Fame,’ Hammel says. “When we built our headquarters building [in the early ’90s], I had this vision of having a Wall of Fame that would feature a photo of everyone who’d been with the company for 25 years or more.”

There are hundreds of people who belong to that exclusive and enviable club — from technicians, to customer service representatives, to managers.

“We still are recognizing those who stood by us by having dinners for them,” he says. “These aren’t group dinners. They’re individual dinners for individual people because that’s the only way to do it.”

Client satisfaction comes second only to employee contentment and retention. Have one, and the other will follow.

“Developing and retaining relationships is important and something I learned from my family,” Hammel says. “Our mission statement included: ‘Above all else, develop long-lasting relationships with coworkers and customers.’ And the fact that ‘coworkers’ comes before ‘customers’ in that sentence isn’t an accident.

“In the first mission statement draft, the words were inverted,” Hammel notes. “They were changed — because one can’t possibly have satisfied customers without satisfying coworkers first.”



**Vic Hammel and his wife, Dena, recently established a trust to support Penn State Berks.**

This Ehrlich/Hammel tradition continues with Jed Hammel, who is Division Manager of Bioremediation Services of Rentokil. Jed is the great-great Grandson of Julius Ehrlich, grandson of Simon Hammel and son of Victor Hammel.

Hammel is far from being all business, however. He describes himself as semi-retired, a term of which he can’t help but stretch the



**Vic Hammel created a ‘Wall of Fame’ to recognize longtime coworkers.**

definition. He's still involved in many of the outside ventures not directly related to his role in Ehrlich/Rentokil North America.

"To the people who know me, I was pretty much a workaholic," he says. "I worked many hours a week. There are many people who didn't believe I could succeed at being semi-retired — and I was one of them."

While Hammel admits it took him a year or two to get used to it, he now enjoys the flexibility of semi-retirement. However, he is also on the boards of two businesses outside of the pest control industry and on the boards of several non-profits.

## One of Vic Hammel's crowning achievements is cofounding PestSure Insurance — reasonable insurance for PMPs, by PMPs.



"I'm deeply committed to a Youth Orphanage in Israel and am on its Executive Committee. I love those kids!" Hammel adds. "However, the most challenging job I have is the Vice Chairmanship of The Reading Hospital Board of Directors, a 6,000-plus employee institution."

Hammel continues to serve as longtime Vice Chairman of the Professional Pest Management Alliance (PPMA), the industry's organization established to raise awareness and appreciation for the structural pest control industry.

PestSure Insurance, which Hammel cofounded at age 34 for pest management professionals who historically had found it difficult to secure insurance, is one of his most treasured achievements.

With all his success, though,

Hammel is most proud of his family. He's been married to Dena for 44 years, and they have three children and six grandchildren.

"I give my wife credit for keeping me balanced and focused on the people side of things," he says. "I had some of those instincts to start with, but when you're trying to build a business and aggressively pursue your

professional goals, you can sometimes lose sight of the fact you need all of the people around you. If I ever began to forget that, my wife will remind me.

"About a third of my time is personal now, and I'm enjoying that," he adds. **pmp**

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# Persevering Publisher & Sharing

Marty Whitford  
Editor-in-Chief

**P**erseverance. When discussing posthumous *pmp* Hall of Fame inductee Raymond Edward “Ed” Scherzinger, that’s the word industry colleagues keep voicing and illustrating.

Facing myriad obstacles throughout his lengthy pest control career, Scherzinger refused to capitulate. Not only was his “never surrender” attitude absolutely contagious, but it also was instrumental in helping industry trade journal *Pest Control*

*Technology (PCT)* overcome a bumpy beginning, according to his sons, Steve and Glenn Scherzinger.

Ed Scherzinger was one of the original investors in *PCT*, which was launched in November 1972 primarily as a training tool for pest control technicians. Glenn Scherzinger says the startup spent considerable time and money sifting through *Yellow Pages* directories from

large cities throughout the U.S. and calling listed pest control companies to qualify them for the monthly magazine’s controlled circulation, as well as to upsell additional paid subscriptions for \$12 per year. (Most qualifying locations initially received one complimentary copy.) When that monumental task was completed, *PCT* had a circulation of about 15,000 pest control technicians, including about 2,000 paid



Ed Scherzinger played a key role in reviving *PCT*, then a monthly training journal for pest control technicians.

subscribers, Glenn Scherzinger adds.

The publishing partnership also invested in state-of-the-art printing equipment, which cash-strapped the business.

“The publishing equipment was the best at the time, but it was overhead and overkill,” says Glenn Scherzinger, owner of Sure Thing Pest Control in Cincinnati who worked on the monthly publication with his father for years. “We weren’t a printer; we were publishers of one, startup trade magazine. With the equipment expenditures, circulation investment and day-to-day operational costs, we ran out of money after six months.

“We were on the verge of having to file bankruptcy and were facing a formidable competitor in *Pest Control* magazine [now named *Pest Management Professional*], which had a 40-year head start on us,”



The November 1972 cover of the inaugural issue of *Pest Control Technology* plugged an article written by “Phillip C. Traynor” — an alias playing on the acronym *PCT* and the word “trainer.”

# Entrepreneur



Glenn Scherzinger adds. “It was ‘put up or close up’ time, and Dad had the conviction to bet big on the industry. He bought out the other investors and became majority owner of *PCT*.”

Ed Scherzinger moved the operation from Cleveland to Cincinnati for tighter control and published the technician’s guide through late 1980, when he sold it to the founder of Cleveland-based GIE Media. The divestiture allowed Ed Scherzinger to concentrate on transitioning the pest management company started by his father, Bernie “B.C.” Scherzinger, in 1934 to a third generation of Scherzingers.

## A man of conviction

Steve Scherzinger, past president of the National Pest Management Association (NPMA) and current president of fourth-generation Scherzinger Pest Control in Cincinnati, will never forget the moment he found out his father would be inducted into the *pmp* Hall of Fame at NPMA’s PestWorld this year.

“When *pmp* magazine called me on my cell phone with the news, I had to pull to the side of the road,” Steve Scherzinger says. “It was a complete surprise. It took me a while to compose myself. Fortunately, my wife, Barbara, was with me.

“Dad didn’t have the easiest of lives, but he never let stuff such as his MS [multiple sclerosis] diagnosis in his early-30s get him down,” Steve Scherzinger adds. “Instead, he taught the rest of us in the industry

Ed Scherzinger taught others to think and push through obstacles — together. Ed’s example helped his son, Glenn, stand up and walk his daughter down the aisle after a ladder accident left him bed and wheelchair confined for five months.

how to persevere and think and push through obstacles,” his son says in a crackling, softening voice.

Steve Scherzinger says his father’s conviction to publish a technician’s journal was a crucial investment in the education and ultimate professionalism of the industry.

“Some old timers still talk about Dad’s Technician’s Corner column, ghostwritten under the byline Phillip C. Traynor — the alleged author’s initials comprising *PCT* was no coincidence,” adds Steve Scherzinger. “And the publication’s monthly Bugmate piece — featuring a close-up photo of the pest of the month on one side and identification and control tips on the other — was a reprints cash cow for years.”

## Mentor and marketer

Ed Scherzinger’s entrepreneurial spirit didn’t end with the printed word — or with his time on earth. It extends presently, well beyond the trade publication — rippling throughout the industry, through his sons’ companies and the countless colleagues he lifted to higher ground by freely sharing his knowledge and experience.

Fellow *pmp* Hall of Famer Bob Dold Sr., co-owner of Rose Pest Solutions in Northfield, Ill., recalls how Ed Scherzinger held court many nights during Purdue University’s annual Pest Management Conference.

“In the evenings, some of the industry’s brightest gathered in

*Continued on page 46*



**Ed Scherzinger sold the publication in late 1980. Rumors of the divestiture circulated at PestWorld that year — in New Orleans as it is this year.**





*Continued from page 45*

Purdue's Memorial Union to swap stories and brainstorm on obstacles and opportunities," Dold says. "Ed typically was a pivotal player in those discussions — known to its participants as The Liars Club for the one-upmanship that occurred regularly.

"Ed was great with people," Dold adds. "He was always open, straightforward and helpful — even with competitors. With Ed, advancement of our profession always came first."

An enterprising marketer, Ed Scherzinger blazed a path for small pest management companies by how he positioned and marketed his family business.

Studying to be a U.S. Navy pilot when World War II ended, he returned to his father's business with ambitious growth plans.

At the time, B.C. Scherzinger's business was focused solely on termite control March through October, leaving four months each year for him to get his "travel fix." But Ed Scherzinger, ever the

**"Ed was always open, straightforward and helpful — even with competitors. With Ed, advancement of our profession always came first."**

**— Bob Dold Sr.**



**Early bus signage featuring B.C. Scherzinger and his son, Ed, delivered a simple, memorable, moving message.**

visionary, wanted to expand the business, partly so one day it could also support his children and their future families.

Under Ed Scherzinger's guidance, the company expanded into a full-service business, offering both termite and general pest control to residential and commercial accounts.

A savvy marketer, he hired a renowned Midwest artist to redesign the company's logo and color palette. The logo (pictured below) is still used.

"Our logo's aqua oval, and the swooping 'g' and asterisk-dotted 'i' in 'Scherzinger' — all are design elements consumers easily recognize



Scherzinger Pest Control's original location and moniker changed with the times — evident by the firm's current logo and headquarters.



and have learned to gravitate toward,” says Steve Scherzinger.

Ed Scherzinger also was an early adopter of advertising by direct mail, radio and eventually 10-second television spots. He also invested early on in eye-catching signage on and in buses and on billboards.

Behind all the mentoring and marketing was a rare drive to move forward, together — whether it be by foot or motorized cart, as Ed Scherzinger primarily did from the early 1980s (because of MS) until he succumbed to pneumonia in 1993 at age 63.



**Always at the forefront is Ed Scherzinger, backed by his bride, Allynne, who is flanked by sons Glenn (left) and Steve (right).**

“Although confined for the most part to a motorized cart the last decade of his life, Dad turned even that obstacle into an opportunity,” Steve Scherzinger notes. “Dad threw himself into computer programming, back when mainframes were the size of trucks.

“We were one of the first pest management companies to write proprietary software to generate service tickets, cancellation reports, sales commission reports, etc.,” Steve Scherzinger says. “You name it, Dad

**Allynne and Ed Scherzinger loved to travel, write and read — and publishing an industry trade journal played right into all of that.**

created a program for it ... and then he shared his computer coding with his close colleagues.” **pmp**

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