



Class of 2012

Five industry icons — Dr. Jerome Goddard, Dr. Michael F. Potter, Gary W. Rollins, and posthumous inductees George L. Hockenyos and James A. Nelson — join the ranks of more than 60 other PMP Hall of Famers.

By **Marty Whitford** Publisher & Editorial Director



Dr. Jerome Goddard

We'd like to introduce you to our *PMP* Hall of Fame, Class of 2012 ... even though there's little chance this year's "fab five" needs any introduction:

Dr. Jerome Goddard — A public health entomologist turned professor and legendary industry "infotainment" speaker.



Dr. Michael F. Potter

Dr. Michael F. Potter — An agricultural chemical research-and-development expert turned pest management professional/Orkin national technical director, and then extension entomologist, industry researcher and event speaker and organizer.



Gary W. Rollins

Gary W. Rollins — The man leading The Orkin Man ... for 45 years and counting.



James A. Nelson

James A. Nelson (posthumous inductee) — The first executive director of the international pest management fraternity Pi Chi Omega and a former editor of this publication who played a pivotal role in the launches of "Truman's Scientific Guide to Pest Management Operations" and Purdue University's related correspondence course, as well as *PMP*'s sister publication, *Landscape Management*, which celebrated its 50th anniversary this year.



George L. Hockenyos

George L. Hockenyos (posthumous inductee) — As founder of Sentinel Laboratory in Springfield, Ill., Hockenyos helped chemical manufacturers test their products' efficacy, then he branched into providing structural pest management services with Sentinel Pest Control, which, 80 years later, is owned and operated by his son, Jon, and other family members. Hockenyos also chaired the National Pest Control Association's (now NPMA's) Materials, Standards and Methods committees from 1935 through 1947 and served as NPCA's 14th president.



- 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** Dr. Gary Bennett
Truly Wheatfield Nolen
Bill Spitz
Jim Steckel
- 2007** Roy Ashton
Arnold Mallis
Ada & Millard Oldham
Dr. Michael Rust
- 2008** Dr. Robert 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
Raymond Edward "Ed" Scherzinger
- 2012** Dr. Jerome Goddard
George L. Hockenyos
James A. Nelson
Dr. Michael F. Potter
Gary W. Rollins

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2012 HALL OF FAME:

Dr. Jerome Goddard

Dr. Jerome Goddard is entomology's humble and hilarious Renaissance Man.

Will Nepper Managing Editor



But Goddard's contributions to pest management go beyond the academic.

In 1985 Goddard was commissioned as an officer in the U.S. Air Force (USAF) where he served as a medical entomologist in the Epidemiology Division of the USAF School of Aerospace Medicine, Brooks Air Force Base, Texas, for more than three years. In 1988 he was named Best Academic Instructor in the Residents in Aerospace Medicine Course and Company Grade Officer of the year. During this time he recognized a need that had not been met in the scientific community.

"There were no real medical entomology textbooks so I decided I would write a book about bugs for doctors," Goddard says. His book, "Ticks and Tick-borne Diseases Affecting Military Personnel," was published by the United States Air Force, and written when Goddard was around 30 years old. And while he never limited himself to carving out a single niche, Goddard quickly made a name for himself in this way, by marrying entomology to public health issues. His books "Infectious Diseases and Arthropods" and "Physician's Guide to Arthropods of Medical Importance" continue to be popular texts making a substantial impact.

During his two decades serving as the State Medical Entomologist at the Miss. Department of Health Goddard designed, implemented and supervised all vector control programs relating to public health throughout the state,

Dr. Jerome Goddard will be the first to say it: he's a "crazy bug man" and has been for time immemorial.

A high school science class bug collecting assignment set the wheels in motion for a life submerged in entomological ecstasy.

Born and raised in rural Mississippi, a young Goddard played with chemistry sets and poured over science books cultivating an early interest in biology.

"My mom was a welfare office director; that was in her character," Goddard says. "She's responsible for my sense of honor."

Goddard's father was cut from the cloth of a different scientific discipline — psychology. Goddard credits him with his sense of humor.

Anyone who's witnessed any of Dr. Jerome Goddard's speaking engagements knows that the elder Goddard ("A good Pop.") must have been pretty entertaining in his own right, as Jerome Goddard is practically the Will Rogers of bug talks. His signature sense of humor makes him one of the most compelling speakers in the world of entomology and pest management.

Bugs, Biology and Beyond

Goddard received his bachelor's and master's degree in biological science from the University of Mississippi in 1979 and 1981 respectively, before going on to nab a Ph. D. in medical entomology from Mississippi State University (MSU), where he makes his living today as an extension medical/veterinary entomologist. Before that, Goddard was the State Medical Entomologist at the Miss. Department of Health. He also held two appointments with the University of Mississippi Medical Center — Clinical Assistant Professor of Preventative Medicine and Assistant Professor of Medicine.



Dr. Goddard and a handful of maggots sent in by one of many adoring fans.

Dr. Jerome Goddard, Mississippi State University's resident "crazy bug man."

including the control program put in place along the Gulf Coast after Hurricane Katrina.

"We spent about two months after the storm along the coast putting a disaster vector control plan in place," Goddard says. "This was the practical application of everything I'd learned."

Goddard's voice also has become an important one for the industry as he is one of the most sought-after speakers in his field. In addition to shedding light on mysteries of the insect world he's built bridges connecting pest management to social health issues by explaining their symbiotic relationship.

Author! Author!

The good doctor has authored more than 150 scientific publications on medical entomology and is the author of six books, including two novels: "The Well of Destiny," about a

mosquito-borne disease outbreak, and "Vital Forces" about virus behavior. He's even published two books geared for science-minded youngsters.

However, out of all the noteworthy highlights of Goddard's career, there's one moment in the sun that he says he's asked about most: his appearance on Comedy Central's "The Colbert Report," where he went head to head with Stephen Colbert in one of the comedian's signature over-the-top interviews. The topic? Bed bugs, naturally.

For now Goddard says he plans to continue along the path he's on.

"I intend to be a professor another 10 years and continue researching, writing, teaching and thinking about medical entomology," Goddard says. With his wife (and sometimes co-author), Rosella and his two grown sons, the doc continues to lead a charmed life where science, medicine, bugs and books intersect. **PMP**

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Dr. Goddard's Bio

- ★ In 1985, commissioned as an officer in the U.S. Air Force, as medical entomologist in the Epidemiology Division of the USAF School of Aerospace Medicine
- ★ Twenty years service in public health entomology, Miss. Department of Health
- ★ Currently Associate Professor of Entomology at Mississippi State University
- ★ Published nearly 200 times, including 11 books, several novels and children's science books
- ★ From 2008 to 2012 spoke to more than 19,000 people at conferences in 23 states and the United Kingdom



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2012 HALL OF FAME:

Gary Rollins

Dan Jacobs Contributor

A little more than seven years ago, Hurricane Katrina devastated the Gulf Coast, killing many, destroying homes and disrupting businesses — including many Orkin franchises owned by its Atlanta-based parent company, Rollins Inc.

Gary Rollins, the president, CEO and COO of Rollins, was worried about his employees.

The hurricane hit on a weekend, recalls John Wilson, Orkin's president.

"By Tuesday, we convened meetings in the home office to discuss our operations," Wilson says. "Those meetings started at 8:30 every morning, beginning the second day after the hurricane. Gary Rollins attended every one and never asked when we were going

to be back in business, collecting revenue and servicing customers. He asked one question: 'Have we heard from all our people?' We'd put out the word that if any [employee] showed up elsewhere, to put him to work whether needed or not."

The last employee forced out of the Gulf area was finally accounted for about two weeks after the storm. He showed up in Oklahoma and was offered work at a branch there.

"Once Gary was satisfied that all employees were OK and being looked after, he stopped coming to those meetings," Wilson says. "He figured we would take care of the rest. That spoke volumes about the man."

For his many contributions to the pest management industry, Rollins is being inducted into the

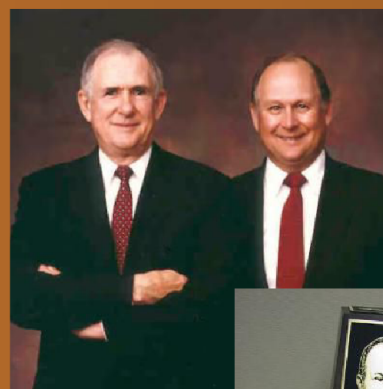


Pest Management Professional (PMP) Hall of Fame.

"He's never wanted to be in the limelight," says Paul Hardy, a fellow Hall of Famer and senior technical director for Orkin. "He doesn't like to be singled out. He'd much rather hold your hand up than have somebody hold his hand up."

The technician's route

While Rollins might carry the name of the company, he didn't trade on



(Left) Rollins executives celebrate 40 years on the NYSE. (Above) Rollins Inc., chairman of the board, R. Randall Rollins (left) with Gary. (Right) Rollins' 2003 NPMA Pinnacle Award.





it to get to the top of the company. He started like everyone else.

Rollins began working for Orkin in 1965, at a branch in Chattanooga, Tenn., while a junior at the University of Tennessee. This meant spending afternoons as a part-time utility service technician while going to school in the morning and evening.

"Although I had worked summers for other companies at Rollins, I quickly realized how much I enjoyed Orkin and the pest control business," Rollins says.

Rollins worked his way up through the company taking on a number of positions before joining the management team. Those experiences, he says, shaped much of his success.

"My initial service experience was supplemented by being in pest control and termite control sales, one year each, and running two metro-Atlanta Orkin branches," Rollins says. "This field experience enabled me to identify with employees and contribute to the decisions made about how we'd do business going forward. It also showed the employees that I knew about the work they did, which helped me earn their respect."

Yet, even after he took over the highest ranks in the company, he maintained the same values.

Orkin's international technical and training director, Frank Meek, recalls a time in the early 1990s when the company began focusing on use of bait products. Meek, then several rungs down the corporate ladder, led a demonstration for Rollins explaining how the new product was used.

"As a technician on that particular job, I had to crawl on the floor of a filthy restaurant," Meek recalls. "I wanted to pop up and explain to Mr. Rollins and the others what we were doing. I turned around and [Rollins] is on his hands and knees right beside me. That made an impression on me as a youngster in the company; he owns this place, and he's down here on his hands and knees next to me in the grease. I felt a lot of respect."

Meek says he doesn't think Rollins' attitude has changed much.

"I think his commitment to making sure our customers are satisfied with the work we deliver would not preclude him going out and doing the job himself, if that was necessary," Meek says. "If you're in a leadership position and respect what your people do, it's not beneath you to do it yourself."

And while he might not be crawling around on the floor quite as often as he did a couple of decades ago, he still retains the respect of his workers. There are about 10,000 employees working for the Rollins and Orkin brand.

"He keeps the boat upright," Hardy says. "That's leadership." **PMP**

Jacobs is a Cleveland-based freelance writer. You can reach him at djacobs@sbcglobal.com.

Rollins' Bio

- 1965** — Joins Orkin as a part-time technician
- 1978** — Becomes president of Orkin
- 1984** — Becomes president and chief operating officer (COO) of Rollins Inc.
- 1988** — *Forbes* magazine names Rollins Inc. "Nation's Number One Service Company"
- 1993** — Opens the O. Orkin Insect Zoo at the Smithsonian Museum's National Museum of Natural History (The Orkin diamond becomes the first permanent logo inside the Smithsonian Institution)
- 1999** — Orkin purchases PRISM, Redd Pest Control and PCO (with PCO, Orkin becomes the largest pest management company in Canada)
- 2001** — Adds the title of Rollins Inc. CEO
- 2002** — Donates (through the Gary W. & Ruth M. Rollins Foundation) \$1.3 million to open the Orkin Children's Zoo at Zoo Atlanta
- 2003** — Receives National Pest Management Association's (NPMA's) Pinnacle Award
- 2004** — Helps open Outback Station at the Orkin Children's Zoo at Zoo Atlanta
- 2004** — O. Wayne Rollins/Orkin Endowed Chair in Urban Entomology established at Purdue University's Department of Entomology
- 2004** — Orkin begins partnering with the U.S. Centers for Disease Control & Prevention (CDC) on public education initiatives involving pest-related health risks
- 2005** — Company donates funds to help establish the Orkin Termite Training Facility at the University of Florida's Institute of Food and Agricultural Sciences
- 2012** — Orkin establishes its 22nd international franchise in Santiago, Chile, the company's first South American franchise (Other international franchises in 2012: Turks and Caicos Islands in the Caribbean; Hainan Island in the People's Republic of China; Mexico City)





2012 HALL OF FAME:

Dr. Michael F. Potter

More than two decades ago, *PMP* Hall of Famer Dr. Michael F. Potter moved to Kentucky to reunite his family — and the broader pest management industry became like family along the way.

Marty Whitford Publisher & Editorial Director

“I will be forever grateful to my older brother Dan for suggesting I apply for the urban entomology extension position at the University of Kentucky (U.K.),” says Dr. Michael F. “Mike” Potter, a member of our industry’s prestigious *PMP* Hall of Fame, Class of 2012.

At the time, Mike was enjoying the challenge of serving as national technical director for Orkin in Atlanta. But he wanted to take advantage of the opportunity to reunite with his family in Kentucky — and help more of the pest management industry and their customers.

The Drs. Potter

Mike’s older brother, Dr. Daniel A. Potter, a renowned expert on turf and woody landscape pests, had become a U.K. professor several years earlier — making them the only siblings working for the same entomology department in the country.

And once their sons put down roots in the beautiful Bluegrass State, the U.K. professors’ dad Norman, a recently retired professor with Cornell University, and mom Adele followed suit.

Mike and Ellen celebrated their 30th wedding anniversary this past summer. Their children, David and Megan, both work at Google in Northern California.

Terrific Mentors

Mike says he owes much of his success to several great mentors who advised him throughout his career.

Among them are: industry consultant Dr. George Rotramel, who hired Mike fresh out of graduate school; Gary Rollins, who invested in Mike and made him national technical director at Orkin; and industry icon Paul Hardy, who



ABOVE: The Potter brothers are entomology professors at the University of Kentucky.

LEFT: Mike Potter and Paul Hardy worked closely together at Orkin.

RIGHT: Mike loves to fish and often does so with family and friends in the industry.





Dr. Michael F. Potter's career in academia is rooted in years of industry experience.

managed with non-repellent liquid termiticides applied mainly around buildings' exteriors.

- Collaborated on seminal research confirming the effectiveness of barrier treatments for mosquitoes.
- Organizes and chairs the University of Kentucky Pest Control Short Course, an annual three-day technical seminar drawing about 500 professionals from several states and other countries.

- Has long served on the front lines of the global bed bug resurgence. Mike and his U.K. colleagues conduct practical research and provide training and advice to professional and stakeholder groups throughout the world.

"This is the most-challenging pest I've encountered, requiring many different groups to collaborate to better educate citizens and tackle myriad related issues." **PMP**

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mentored Mike in the ways of professional pest management.

Mike also learned a great deal from Dr. Bobby Pass, long-time chairman of the U.K. entomology department — and the members of the Kentucky Pest Management Association made Mike feel like family upon arrival in the Bluegrass State.

Perfect Fit

The faculty position Mike accepted at U.K. in 1991 was rare within academia.

"It was a 100-percent extension appointment in urban entomology," Mike notes.

While Mike enjoys research and teaching graduate students, the full-time extension appointment allows him to focus on educating and helping people with their pest problems — hundreds of thousands, if not millions, of citizens since he moved to Kentucky. Much of Mike's time is spent working with the pest management industry.

"I've always felt one of the best ways to serve the public is to work closely with pest management professionals (PMPs), providing vital services to communities throughout the country," Mike says. "To be an effective educator, you must build relationships and earn trust. If successful, you can accomplish much more than trying to go it alone."

Crowning Achievements

Along with assisting countless PMPs and consumers with their structural pest problems, Mike also:

- Speaks, publishes and shares his knowledge in industry and scientific journals, national/international news media, and website articles receiving millions of hits annually;
- Performed pioneering studies showing termites can be effectively

Dr. Potter's Bio

- ★ Earned a bachelor's degree in entomology from Cornell University in 1977.

- ★ Completed his master's and Ph.D. degrees, with a specialization in integrated pest management, from the University of Arizona in 1982.

- ★ Began his professional career as a research entomologist and development manager with Union Carbide/Rhone-Poulenc, 1982-1988.

- ★ Served as national technical director for Orkin from 1988-1991.

- ★ Has served as Extension Professor of Urban, Medical & Horticultural Entomology at the University of Kentucky for the past 21 years.

- ★ Received recognition as one of the pest management industry's 25 most influential people and was the 2011 recipient of the National Pest Management Association's (NPMA's) prestigious Pinnacle Award.





2012 HALL OF FAME:

George Hockenyos

Dan Jacobs Contributor

George Hockenyos got an early start in pest management. By his own account, it was 1905: “I have a clear picture of my family sitting around the kitchen table of our typical Midwest farm house and Mother using a tree branch to whisk away invading hordes of flies.”

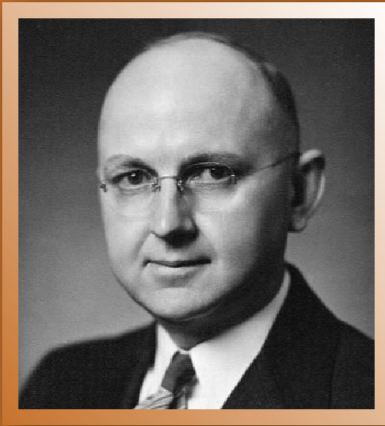
Pest management has come a long way since the early 20th century and George Hockenyos, founder of Sentinel Pest Control and 2012 inductee into the *Pest Management Professional (PMP)* Hall of Fame, is one reason why.

“Dad always was interested in scientific issues,” says Jon Hockenyos, George’s son and CEO of the Springfield, Ill.-based company. “As a young boy on the farm, whenever they wanted to find him to help in a field, they’d find him up in a tree with a book in his lap, reading.”

George loved learning, even when contracting typhoid fever kept him out of high school for more than two years. He graduated from high school — earning an award as the “best potential scientist” — before telling his father he wanted to go on to college.

“His father, being a second-generation farmer from the old country [Germany], didn’t understand the need to go to school,” Jon says. “But Dad wanted to go, and Grandpa loaned him the money.”

Hockenyos graduated from the then-called school of floriculture at the University of Illinois and



stayed another year to work on his master’s and doctorate degrees.

“He would have had a doctorate, but the Great Depression hit,” Jon says. “He didn’t have the money to get the doctorate.

“Then he got on with William Cooper & Nephews,” Jon says, referring to a British-based manufacturer of sheep dip and AL63 anti louse powder.

Hockenyos started testing pesticides in Florida citrus groves during the middle of winter before working his way north. By mid-summer, he was in Traverse City, Mich., where he’d work in the apple orchards through the fall. Unfortunately, that position fell victim to the Depression as well, so in June 1932, Hockenyos started his own company, Sentinel Laboratories.

“He came back to Springfield and decided to become a scientist for three or four different companies,” Jon says. “They’d send him compounds to work with and he’d field test them. He tested flea and tick control.”

Around the time Sentinel Laboratories needed a cash

infusion Hockenyos decided it was time to marry Gwen, his assistant at the company. According to family lore, the ever-practical Hockenyos went to a local banker and asked who was making deposits. He was told insurance salesmen and pest control operators did regularly.

“Dad knew which way he was going to go, and Sentinel Laboratories became Sentinel Pest Control,” Jon says.

An industry steward

“As a businessman, he was good, but not business-oriented,” Jon says about his father. “He took pleasure in experimenting with different materials and was able to manufacture DDT long before it came on the market.”

That’s when George Hockenyos’ contributions, the ones that earned him entry into the *PMP* Hall of Fame, began.

“He was interested in keeping the industry from being seen as the crude trade it was in the early ’30s and ’40s,” Jon says. “He went to a couple of regional meetings and was flabbergasted at how unsophisticated the industry was. His contributions to the industry began when he looked at situations and saw what could be done to make them better.”

In his memoir, Hockenyos says he attended his first convention of the National Association of Exterminators and Fumigators (NAEF), known today as the National Pest Management Association (NPMA), in the early ’30s. He explains how surprised

he was by the lack of technical knowledge operators had.

Hockenyos served on a several committees, and was president of National Pest Control Association (NPCA) in 1947-48. In 1955 he was instrumental in creating the "Serviceman's Manual" in 1955, which sought to standardize the industry. (The manual features a caricature of a pest management professional that suspiciously looks like Hockenyos.)

"In 1939, he bought a 54-acre farm on an eroded clay hillside where he grew fruit and nut trees," says Karen Goodwin, Hockenyos' daughter. "He loved trees and enjoyed experimenting with different varieties."

By 1960, Hockenyos was semi retired and spent most afternoons on his farm.

George Hockenyos passed away in August 1983 but not before leaving a

Hockenyos' Bio

June 1932 — Starts Sentinel Laboratories

1933 — Sentinel Laboratories becomes Sentinel Pest Control

1934 — Speaks about "Safety Measures in Fumigation" at the 1934 National Association of Exterminators and Fumigators (NAEF) convention in St. Louis

1935-47 — Chairs the Materials, Standards and Methods committee for NAEF, which becomes the National Pest Control Association (NPCA) in 1937

1936 — Member of the NAEF's Bed Bug Research Clinic

1939-1960s — Authors numerous articles in trade publications

1940 — Authors "Factors Influencing the Absorption of Sodium Fluoride by the American Cockroach," published in the *Journal of Economic Entomology*

1947-48 — Elected NPCA president

Late 1940s-Early 1950s — Chairman of the termite control committee and author of "Approved Reference Procedure of Subterranean Termite Control" (1951)

1951 — Is named *Pest Control's* (now *Pest Management Professional's*) "Man of the Year"

1955 — Becomes the driving force behind the NPCA's publication of the "Serviceman's Manual"

1958 — Authored *Technical Release 858*, "Bird Repellents and Their Modification for Use in Animal Entanglements" (the culmination of 25 years of work with bird control)

huge impact on the industry (see box above) and his family.

"We probably could have been a lot wealthier but I don't think we could have lived better lives," Jon says. "That philosophy is still in our

business. After watching Dad, I figured this is a pretty good way to make a living." **PMP**

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Does Your Accountant Understand the Pest Control Industry?



By Daniel S. Gordon, CPA

Accounting is the language that we use to communicate the health of our business. When many of us think of accounting we think of April 15th – TAX DAY. There is a lot more to the accounting function with respect to the PCO Firm owner than taxes. The overall goal of your accountant should be to help you accumulate and preserve wealth by growing your PCO firm. Saving taxes is just a small part of this overall task. As your business grows, you need the internal structure and financial controls to support this growth. The foundation of a strong pest control business begins with timely and accurate financial records. Your accountant should not only know your industry but should be familiar with the software used to run your business. Programs such as Pest Pac, Service Pro and Quickbooks are the operational and financial packages that run our industry. Month end reporting using these programs is paramount. PCO Bookkeepers in Newton, NJ works with PCO's around the country helping to grow their firms by using these programs to gain financial visibility allowing them to make decisions used to grow their businesses.

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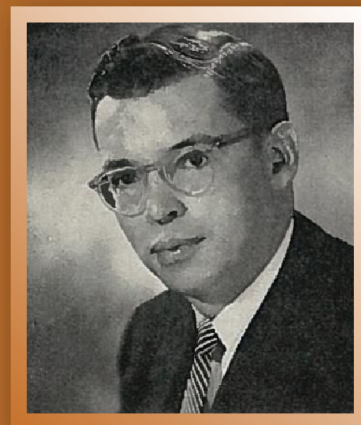
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2012 HALL OF FAME:

Jim Nelson

Jerry Mix Editor-at-Large



Jim Nelson was the editor and publisher of what we know today as *Pest Management Professional* (PMP) magazine from 1948 to 1967. This makes Nelson one of the longest-serving staffers in the nearly 80-year history of the magazine.

However, longevity didn't get Nelson elected to *Pest Management Professional's* Hall of Fame. In fact, he was elected because of the professionalism and knowledge he brought to the pest control industry during a time — the 1950s and '60s — when pest management professionals (PMPs) were searching for a stronger industry identity and information that would allow them to do their jobs better.

Taking the reins

Nelson bought a magazine that was called *Pests and Their Control* from founder and Hall of Famer Al Cossetta in 1948. It had made its debut as *Exterminator's Log* 15

years earlier, then changed to *Pests* in August 1938. *Pests and Their Control* became the name in June 1939. In 1949 Nelson changed the magazine's name to *Pest Control*. (In 2007, the name was changed to *Pest Management Professional*.)

In his first issue, Nelson clearly defined exactly what he intended to do with the magazine: "Under your new editor's guidance, *Pests* plans to give you a broader coverage of the whole pest control field. You will find more extensive reports of the latest control measures, of research by prominent entomologists, of government rulings, of opinions of leaders in our field, and all other developments in the industry that might prove valuable.

"*Pests and Their Control* will extend and broaden its field as we develop our new plans and work together, it will become more valuable as your news and reference magazine." And throughout the next 19 years, it did exactly that.

Nelson brought a new series of informative features to the magazine. *Pest Control* reported on regional and national conventions. An industry standard for accounting procedures was provided by a graduate of the Harvard Business School and sponsored in the magazine.

Pest Control published illustrations for the identification of pests by the damage they do and took the lead with articles focusing on the business side of the industry. Safety, equipment maintenance and realistic pricing were given attention.

With a monthly section called "Termites and Other Enemies of Wood," the magazine recognized termite control as a major industry segment. *Pest Control* also published a monthly infestation report to let professionals know what pest trouble spots were occurring throughout the country.

Pest Control was selected by the U.S. Public Health Service for its recommendations about pesticides of public health importance.

The magazine continued to increase circulation. In 1938 *Pests and Their Control* had a circulation of 550. By 1957, the circulation was more than 5,000. The magazine's circulation (as PMP) continued to thrive, reaching more than 20,000 recently.

Nelson's influence does not end there.

In 1961, Nelson oversaw the publishing of the Purdue University Correspondence Course, designed to further technicians' education about pest biology, behavior and control. During the 18 months that followed,

Nelson's Bio

★ During his 19-year career with *Pest Control* magazine and beyond, Nelson left several programs better off than when he found them. One of those programs was Pi Chi Omega, the industry's international professional fraternity. (Notice how the first letter of each word in Pi Chi Omega, spells out PCO.) In 1950, Dr. John Osmun and six of his students in Purdue's entomology department founded the fraternity.

Nelson was a member of the fraternity for 30 years and its first executive director. Nelson was honored in 1980 when he received the fraternity's first lifetime membership.

"Nelson took great interest in Pi Chi Omega, sheparding it through a number of difficult years," Osmun said. "He was persistent in making sure the fraternity was run right."

★ Nelson established a *Pest Control* magazine scholarship at Purdue — a tradition that continues today with the magazine offering a \$1,000 annual scholarship to the university.

★ Nelson graduated from Hiram College and served as one of its trustees for 25 years.

course chapters were published in the magazine.

The chapters, written by Hall of Famer Dr. Lee Truman and William Butts, were combined into what's now called *Truman's Scientific Guide to Pest Control Operations*, which has become the go-to textbook of the industry.

Scientific Guide is in its seventh edition. Purdue entomologist Dr. Gary Bennett, another member of the magazine's Hall of Fame, is the driving force behind the book, which has reached more than 150,000 during its 50-year history.

The Purdue University Correspondence Course and *Truman's Scientific Guide to Pest Control Operations* enhance industry knowledge. (For more information about these two industry mainstays, see page 108.)

Ink in his blood

Nelson ran his own printing business while attending high school and at Hiram College, where he earned his Bachelor of Art degree in 1942. He worked on the Hiram College and small-town newspapers.

One of Nelson's biggest supporters was Purdue University entomologist Dr. John Osmun — another Hall of Famer. By the 25th anniversary of the magazine, Nelson owned the magazine for 10 years. Osmun showed his appreciation to Nelson in a letter:

"Editor Jim, you have done wonders for *Pest Control*. It is also significant that you have contributed much to pest control as a growing industry. Just as the industry has called on technical men to guide its ascent towards a profession, the

magazine has prospered under the direction of a trained journalist."

In 1967, Nelson sold *Pest Control* magazine to the Harvest Publishing Co. (a Cleveland-based firm), but remained active in the industry through Pi Chi Omega, the industry's international professional fraternity. He became its first executive director in 1974.

Nelson died in 1997, followed by his wife, Marcella, in 2010.

There's no question he played a significant role moving the pest management industry toward professionalism. His influence gives PMPs many reasons to be appreciative. **PMP**

Mix was editor/publisher of PMP (then Pest Control) until his retirement in 2004. He's an esteemed member of the PMP Hall of Fame's class of 2005. You can contact him at jnmix@aol.com



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