



Class of 2013

By Will Nepper Managing Editor



Greg Baumann



Bob Rosenberg



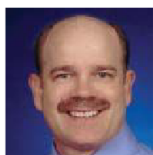
Dr. Thomas Snyder



Vernon McKinzie



Dr. Claude Thomas



Stoy Hedges

The Pest Management Professional (PMP) Hall of Fame was established in 1997 to recognize and thank those who led and continue to lead the pest management industry to new heights. This year, six industry icons — **Greg Baumann, Bob Rosenberg, Dr. Claude Thomas,**

Vernon McKinzie, Stoy Hedges and posthumous inductee, **Dr. Thomas Elliot Snyder** — join the ranks of 69 other PMP Hall of Famers.

We'd like to introduce you to our PMP Hall of Fame Class of 2013, even though we're fairly certain they need no introduction:

★ **Greg Baumann** whose work with Rollins, the National Pest Management Association (NPMA) and the food industry has earned him induction.

★ **Bob Rosenberg** The NPMA's Executive Vice President and CEO, who for decades has helped navigate our national association and pest management overall through challenging times as he continues to give back to the industry he loves.

★ **Dr. Thomas Elliot Snyder** (posthumous inductee), an early leader in the research of termites and their control.

★ **Vernon McKinzie**, a past NPMA president whose distinguished career as an entomologist, PMP and association leader cast him as a key agent for positive industry changes.

★ **Dr. Claude Thomas**, southeastern technical representative for B&G Equipment, whose 34 years of industry experience has made him a respected pioneer of practical industry research and technological expertise.

★ **Stoy Hedges**, whose combined professional skill sets of both author and entomologist have helped him make a significant literary and public-speaking impact in pest management.

Finally, we thank our PMP Hall of Fame induction ceremony supporters for partnering with us in recognition of our industry icons:

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Stoy Hedges
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Bob Rosenberg
Dr. Thomas Elliot Snyder
Dr. Claude Thomas



What about Bob?

The extensive legislative and regulatory work of the NPMA's EVP has helped steer the industry through challenging times.

John Walsh Contributor

Bob Rosenberg wanted to be a college professor. When he was 30 years old, he was still a full-time student with multiple degrees — one undergraduate and two graduate. He hated writing, so he never finished his doctoral program. But academia's loss was pest management's gain — and has been for the past quarter century.

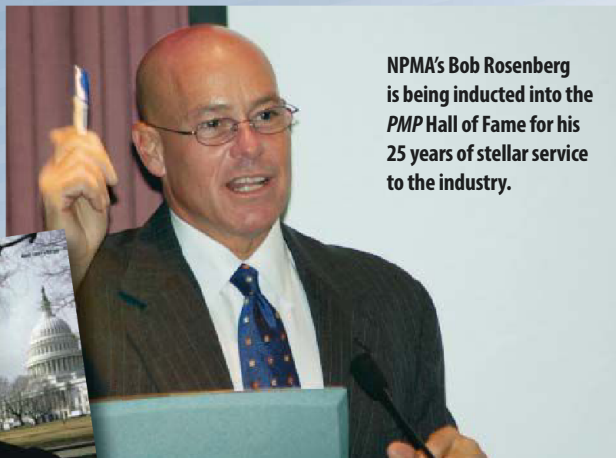
For his extensive legislative and regulatory work in defense of the industry, the National Pest Management Association's (NPMA's) executive vice president and CEO is among six industry veterans being inducted into the *Pest Management Professional (PMP)* Hall of Fame this fall at NPMA's PestWorld 2013.

"I'm honored," Rosenberg says. "This means a lot to me. I hope some of the legislative and regulatory contributions I've made have helped move the industry forward. We've made significant strides representing the industry and take pride in what we've done. Hopefully, it's contributed to the industry's success."

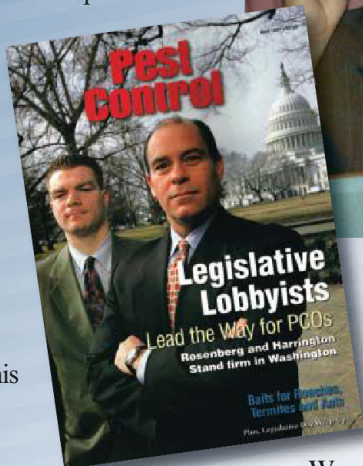
Rosenberg is responsible for public policy, event management, fundraising, grassroots efforts, professional relationships and administration. He has helped the association create opportunities and establish relationships — including with the U.S. Environmental Protection Agency (EPA) — through which it can provide information that will help protect pest management professionals (PMPs) from overreaching regulations that could adversely impact their ability to protect public health and property. Examples include the recent green pest management progression and when the West Nile virus (WNV) first hit home in 1999.

"PMPs did very little mosquito control when WNV hit," Rosenberg says. "Most municipalities weren't doing mosquito control any longer. That changed with our involvement. An example of the association's proactive approach, we developed and articulated successful business models for PMPs to offer mosquito control."

The bed bug craze is another example of how the industry became involved. By the time bed bugs



NPMA's Bob Rosenberg is being inducted into the PMP Hall of Fame for his 25 years of stellar service to the industry.



reemerged, many PMPs had lost the knowledge and tools to deal with them.

"All kinds of practices were going on," Rosenberg says. "We created a bed bug task force that included PMPs, lawyers, state and federal officials, and researchers.

We wrapped our arms around the issue and established best management practices, which weren't prescriptive. We also created boundaries for what is acceptable and what isn't.

"We held more than 20 meetings throughout the country to educate people inside and outside the industry. Bed bugs didn't stop being a problem, PMPs just learned how to better manage them."

Throughout the years, Rosenberg has seen the industry evolve to become more educated and sophisticated. The industry has experienced rapid change since the early 1990s — including, for example, the loss of entire classes of chemistry (chlorinated hydrocarbons, carbamates and organophosphates).

"The industry struggled with these losses, but found its way forward," he says, adding there are many other products in the queue waiting to take chlordane's place.

Rosenberg predicts the industry won't see the same number of newer, safer and more-effective pesticides coming into the market that it has in the past. Because of government scrutiny, products and their uses will continue to be lost.

"Still, we pride ourselves on our relationships with the EPA and state associations," Rosenberg says. "We stand

our ground when we think we're right; but it's a respectful relationship."

A better association

Aside from overarching industry issues, Rosenberg has been working to improve the effectiveness of the NPMA, specifically what it needs to do and be. He's steering a process to improve infrastructure, such as launching a new database, website, logo and tagline, as well as changing some bylaws — all to be implemented at PestWorld 2013.

"We're operating on old-school technology. We need to operate more efficiently," he says.

That means members will have more control of their relationships with the association. For example, they'll be able to update their professional information anytime by themselves online instead of relaying that information over the phone to an NPMA staffer, who then updates the member database manually.

One thing Rosenberg is not overly focused on is NPMA's number of

members. He says there are about 19,000 structural pest management businesses in the U.S., and 7,500 are NPMA members. About one-third of the pest management companies in the U.S. do nearly 90 percent of the pest management work, Rosenberg says, and most of those major service providers are NPMA members.

Rosenberg couldn't be happier about the association's staff, adding there's never been a more talented group of people working there.

"I try to get out of their way and let them do their jobs," he says. "I try to create an environment where everyone can contribute and enjoy being here."

Since joining the association in 1989, Rosenberg has developed a clear, contagious love of the professional pest management industry and its people.

"I feel like I can't give enough back," Rosenberg says. **PMP**

You can reach Walsh, a PMP contributor, at jwalsheditor@gmail.com.

More about Bob

- ★ Travels a lot and likes it because he wants to interact with members, suppliers, and state association officials so he can make better-informed decisions about the future of the association
- ★ Industry mentors include Norman Goldenberg, Michael Katz and Bob Russell
- ★ Has served on numerous committees, including the Pesticide Policy Coalition steering committee, IPM voice steering committee, RISE issues committee, EPA advisory committee
- ★ Answered a want ad for his first NPMA job
- ★ Previous NPMA roles included senior VP, director of government affairs and manager of state government affairs
- ★ Has an undergraduate degree from the University of Florida and graduate degrees from the University of Chicago and Florida State University
- ★ Grew up in Miami

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Knowledge sharing

Rollins vice president propels the industry's professionalism.

John Walsh Contributor

Greg Baumann's career can be summed up in three activities — sharing technical expertise, food protection and leadership. It's his work at Rollins, with the National Pest Management Association (NPMA) and in the food industry that have earned him a nod into the *Pest Management Professional (PMP)* Hall of Fame.

Vice president of training and technical services for Rollins, Baumann is responsible for managing training and technical aspects of the company, including state and company educational strategies and technical and research efforts globally. He leads a staff of more than 20 professionals in training, development and science, based at the Rollins Learning Center in Atlanta. Prior to his current role, he served as a Rollins technical services director, focused on marketing initiatives. Baumann is a recipient of the Rollins President's Award for his work on bed bug programs.

"Induction into the *PMP* Hall of Fame is quite an honor," he says. "I never try to do things for self recognition, but rather for the success of our company and, whenever possible, the industry. My first reaction was 'There are many other deserving recipients, but I'm very honored.'"

Baumann reflects on how industry training throughout the years has evolved and become more professional.

"We, as an industry, used to focus only on what we had to do for state requirements," he says. "Now we have to be forward thinking and try to predict where we'll be five years and beyond. 'We've shifted from getting a ticket punched for completing training to learning about new technology. PMPs have many more tools nowadays. Web-based training, for example, is the wave of the future. It isn't a gimmick or a passing fad. It's a need based on employees who use web-enabled devices for almost everything they do. The industry is hiring talented people who are connected by smartphones regardless of their education, so

companies need to make sure their service models are consistent with the younger generation."

At Rollins, for example, management is committed to having some of the best-trained PMPs in the field, and at the same time being respectful of technicians' time because time out of the field is at a premium.

"The days of repetitive technical talks about biology are over," says the degreed chemist. "We need to focus on what's important to our customers and deliver training efficiently and effectively."

Relationships with customers also have evolved.

"We're business people, not exterminators," Baumann says. "Years ago, it was possible to get into the business with \$25 and a sprayer. Now the industry is much more sophisticated and professional. Customers have become more savvy. They research pests and products before technicians arrive. Customers are involved and commonly partner to prevent pests. As a result, we're offering our expertise and knowledge, not just applying products."

A challenge for the industry is to make sure it disseminates information about new technology to the market quickly. Bed bug information is an example. The industry has communicated best management practices immediately to get word out in the field. The information also must stay current based on the latest research.

Baumann — who was vice president and senior scientist, technical director and manager of government affairs for the NPMA for 16 years — views the industry in broad terms.

"Our job is to solve customers' problems," he says. "That's what I love most about the industry. We keep homes and businesses pest free, and thus we're preventing disease."

Baumann would like to see the industry tap into the about 75 percent of the American population that doesn't use professional pest management services.



“We just can’t exchange customers back and forth,” he says. “We need to move the needle more. We must do more than rely on the NPMA and Professional Pest Management Alliance (PPMA) to expand markets. We all need to pick up the flag and run with it, as partners, and drive home the value of pest management.”

While at the NPMA, Baumann:

- created a host of educational materials for PMPs;
- developed and implemented successful strategies which moved the Wood Destroying Insect/Wood Destroying Organism forms from government control to industry control;
- focused on helping members improve their businesses’ bottom lines;
- delivered the industry’s message to the public through multiple media events with two of the most memorable being on the Today Show;

Value added

- ★ Enjoys construction technology and do-it-yourself remodeling
- ★ Ideal escape: heavy weather sailing
- ★ Active with industry events and work groups
- ★ Managed food quality control strategy in Hershey’s restaurants and manufacturing plants, including a two-year assignment in Montreal
- ★ Raised in Palmyra, Pa., and lives in Atlanta
- ★ Family: wife Jill, and sons Tony, Drew and Reid

- created strategies to help companies more easily handle mergers and acquisitions;
- increased public recognition and respect for the industry;
- helped PMPs create and execute business strategies, using technical methods, as consumer demands shifted; and
- developed global food industry standards that made it easier for PMPs to take on and maintain food plants.

Before the NPMA, Baumann worked in food protection and quality assurance for Hershey Foods Corp., where he received the Award for Outstanding Service to Quality, one of eight recipients since 1903. His work at Hershey led to a career of regulatory focus.

A temporary advisor to the United Nations’ World Health Organization, he coauthored several chapters in a pest management book published by the WHO.

“It’s not me,” he says. “It’s all the people who’ve helped shape my capabilities. I’ve had good mentors such as Harry Katz, the folks in the industry too numerous to mention, and the management and employees at Rollins. They’ve all made my job easier. Hopefully, I can repay people what has been so freely given to me.” **PMP**

You can reach Walsh, a PMP contributor, at jwalsheditor@gmail.com.

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Literary leader

Through written (and spoken) word, Stoy Hedges trains tens of thousands.

Dr. Stuart Mitchell Technical Editor

W

ith the combined professional skill sets of a scientist and an entomologist, **Stoy Hedges** has forged a significant literary impact on the pest management industry. Consider his body of

written work, which includes:

- author of more than 160 trade journal articles;
- author of *ANThology: The Best of Stoy Hedges*;
- author of five *Field Guides* about ants, beetles, flies and spiders; and
- editorial director of the three editions of the *Mallis Handbook of Pest Control*.

"People ask me, 'Have you always wanted to be an entomologist?'" Hedges says. "I always reply, 'Not in my mother's womb, but right after that, yes.' I always knew I'd grow up to be a scientist of some kind, and so did my classmates. I had a chemistry set and ran my own experiments. As a freshman in high school, I knew I'd be attending Purdue to study entomology."

As a junior at Purdue, Hedges learned he had cancer and was given a 35-percent chance to live five years. He spent the fall semester of his senior year going through chemotherapy and taking classes.

To earn money while he was attending Purdue, Hedges began his career in pest management at Mooresville Pest Control, in his hometown of Mooresville, Ind. He credits George Mountain, owner of the company, with being not only his first industry mentor, but his second father in life.

"My first day in pest control was drilling out a crawlspace for termite control, and after that summer, I returned to Purdue and switched my focus to urban and industrial entomology under Dr. Gary Bennett," he says. "I owe a debt of gratitude to George Mountain for helping me get started in this industry."

Beating the odds with cancer, Hedges realized his dream to graduate from Purdue in 1981. He became a supervisor at Pest Control Services in Indianapolis, then relocated to Houston in 1983 to be an entomologist and sanitarian for Big State Pest Control. In 1985, he



became technical manager of ChemLawn-PestFree in Columbus, Ohio, and then in 1989 became technical director of Waste Management Pest Services in Oakbrook, Ill.

Since 1991, Hedges has been with Terminix International in Memphis, Tenn. As Senior Technical

Professional for the company, he develops technical training programs and articulates intuitive pest management systems in pursuit of public health and structurally significant pest species. He also presents educational seminars for Terminix operations and food-processing facilities, and has conducted training for the U.S. Environmental Protection Agency, Food and Drug Administration, and Department of Defense.

A board certified entomologist (BCE), Hedges is a professional sanitarian (PS) and an active member of the Pi Chi Omega pest management fraternity. He's a renowned speaker at numerous pest management conferences and events, which includes his alma mater, where Hedges has conducted training at the annual Purdue Pest Management Conference for 27 consecutive years. Since 2007, he has served on the Purdue Department of Entomology Planning Committee.

Hedges — who resides in Memphis with his wife, Kathryn — says the industry looks to technology for recording inspection information through data collection, analyzing data to determine building areas at most risk, and focusing time (a PMP's commodity) on targeted treatments or more service visits.

Hedges is a novel thinker. For example, he was instrumental in commercializing the use of vacuums to facilitate sensitive-environment pest management. He identifies future technologies as those revolving around the concept of integrated pest management (IPM).

"IPM is prevention, procedures and processes that involve the customer," he says. "It's helping the customer identify conducive conditions and the judicious use of pesticides." **PMP**

You can reach Dr. Mitchell, PMP Technical Editor, at docmitchell@northcoastmedia.net.

Industry Mentors

- ★ Dr. Gary Bennett
- ★ Norm Ehmann
- ★ Dr. Austin Frishman
- ★ Harry Katz
- ★ George Mountain
- ★ Dr. John Osmun
- ★ Dr. Lee Truman

A distinguished gentleman

Vernon McKinzie established his own business and served the industry locally and nationally.

Dr. Stuart Mitchell Technical Editor



With a distinguished career as an entomologist, pest management professional (PMP) and industry leader, **Vernon McKinzie** has been a key influencer in shaping the pest management industry. McKinzie:

- has been a board certified entomologist (BCE) since 1974;
- is longtime member of the Pi Chi Omega pest management fraternity;
- began his career in pest control in 1959;
- served on the-then National Pest Control Association (now National Pest Management Association) board of directors, as well as regional director;
- chaired the NPCA operations committee when the U.S. Occupational Safety and Health Administration (OSHA) was created. Assisted in writing and presenting the first Procedures Manual for OSHA compliance;
- served on the executive board as secretary/treasurer of the NPCA and became president in 1984;
- helped restore fiscal stability to the NPCA during terms served on the executive committee;
- served the NPMA by-laws committee for two terms, helping rewrite the by-laws approved by membership;
- served on the insect control committee and assisted in drafting "Technical Reports" for various pests; and
- participated in several NPMA Legislative Days.

McKinzie enrolled at the University of Kansas in 1955, contemplating a career as a math and science teacher. However, he took an introductory course in entomology, which sparked a passion for entomology and ultimately a career in the pest management industry. McKinzie completed his college degree in 1959.

"I was never afraid of insects, but I didn't like scorpions," he says. "Growing up on a farm, I was stung as a child, but fed scorpions to the chickens."

McKinzie's greatest mentor is his wife, the former Nancy Barrett, whom he began to date during the

summer of 1954. She has given him 55 years of constant love, patience, support and encouragement. Additionally, he distinctively describes additional mentors as his employees, former and present, for their loyalty and hard work throughout the years.

The founder of McKinzie Pest Control — now owned by the couple's eldest son, Steve — McKinzie retired in December 2001 and remains a consultant. He and his wife reside in Emporia, Kan.



"I was about 5 years old when I had my first experience with rodent control. My dad decided to do some rat control in the barn. He connected a hose to the car's exhaust and put it into the burrows. As one rat came staggering out, I thought it was about dead and picked it up, only to have it clamp down on my thumb. I can still identify the scars."

— **VERNON MCKINZIE**

PMP Hall of Famer McKinzie has been very involved with the United Methodist Church and is a certified lay speaker. For six years, he was a trustee for a United Methodist eldercare facility in Newton, Kan. Serving the Boy Scouts of America as a Scoutmaster, McKinzie proudly shares that both sons, Steve and Phil, are Eagle Scouts. **PMP**

You can reach Dr. Mitchell, PMP Technical Editor, at docmitchell@northcoastmedia.net.

Industry mentors

- ★ Pastor Neil Heidrick, now deceased, pastor of our church in the 1960s
- ★ Roland Rhodes, a good friend, and a supplier with great integrity
- ★ Bob Schendel, now deceased, (even though they sometimes disagreed) for giving McKinzie an opportunity
- ★ Philip Spear, now deceased, former technical director of NPMA, who gave McKinzie continued encouragement

Crowning achievement

Establishing a successful business from the ground up that supports more than 10 families and protects the health and property of thousands of families and businesses in East Central Kansas from pest infestations



Practical professional

Dr. Claude Thomas is adept at advancing control technologies and techniques.

Jerry Mix Editor-at-Large

In his role as southeastern technical manager for B&G Equipment Co., **Dr. Claude Thomas** regularly speaks at association meetings, distributor events and company functions, about cutting-edge pest management technologies and techniques.

B&G Equipment typically launches three pest management products a year. Because Dr. Thomas helps develop these solutions and introduces them to pest management professionals, he helps educate about 5,000 PMPs each year.

Dr. Thomas was B&G's vice president of sales, marketing and research, from 1980 to 1992. He began this second stint with B&G Equipment in 2004.

Dr. Thomas has conducted countless continuing education unit (CEU) training programs for PMPs in his 12-state territory, which starts at its northern point in Kentucky and continues south to Florida and the Gulf states.

Dr. Thomas recently finished two years as education chairman for the Florida Pest Management Association (FPMA), where he helped develop 10 online training programs. He's been on the Field Day and Workshop Committee for Florida A&M University since 1993. And he's part of a committee that's writing specifications to eliminate conehead termites (*Nasutitermes corniger*) from a 40-acre plot in Davie, Fla.

In 1994, in the midst of many industry commitments, Dr. Thomas made another one: He married Jennifer Leggett, owner of Lindsey Pest Control, Jacksonville, Fla.

"Jennifer and I are highly involved in the pest management industry, working with the National Pest Management Association (NPMA) and the FPMA," Dr. Thomas says. "Jennifer is in her second term as an NPMA Board of Directors member-at-large, which means we're involved in nearly all association programs and activities."



Dr. Claude Thomas is "all in" on pest management.

Academic foundation

Dr. Thomas earned all three of his degrees — bachelor's, master's and doctorate — at Western Michigan University,

in Kalamazoo. He was active in the field of academic work at Western Michigan and the University of California, Riverside, before finding his calling in the pest management field. He takes a great deal of pride in his work at the Virginia Polytechnic Institute & State University in Blacksburg where he did postdoctoral work from 1990-1991 under Dr. Bill Robinson, now technical director for B&G Equipment.

"At that time, we didn't understand why we were having so many retreats in termiticide applications," Dr. Thomas says. "I was looking at the movement of termiticides in soil because termites were finding the holes where the termiticide applications weren't complete. We learned the drill holes needed to be moved to 1-ft. spacings as opposed to 18-in. spacings. That changed our whole thought process about termite work."

"Claude brings a practical approach to his research and knowledge of equipment and application technology," Dr. Robinson says. "We all learn from him. What the industry knows about the movement of liquid and foam under concrete slabs is not guesswork. There's good data, hard won by Claude from beneath heavy concrete slabs."

Dr. Thomas is quick to share the spotlight: "I've been honored all these years to work with the leaders of this industry, learning from them and passing it on." **PMP**

You can reach Mix, PMP Editor-at-Large, at jnmix@aol.com.

Top three industry achievements

- ★ The 2011 Pioneer Award from the Florida Pest Management Association (FPMA)
- ★ Serving as the educational chairman for FPMA
- ★ Being on the planning committee for the Urban Entomology Conference from 1985-1992

'Tommie Termite'

Dr. Thomas E. Snyder pioneered research on termites and their control.

Heather Gooch Contributor



Born in 1885, **Dr. Thomas Elliott Snyder** was an authority on the taxonomy, biology and control of termites who worked diligently with the pest management industry until his death in 1970. Dr. Snyder graduated from Columbia University in 1907 and received his master's degree from Yale in 1909. Then Dr. Snyder joined the U. S. Department of Agriculture's Bureau of Entomology, where he worked almost continuously until his retirement in 1951. In 1934, he was transferred to New Orleans to establish the Forest Entomology Laboratory at the Southern Forest Experiment Station, considered to be the first such lab in the Deep South.

According to the June 1971 *Proceedings of the Entomological Society of Washington's* annual meeting, in which the man known affectionately as "Tommie Termite" was memorialized, Dr. Snyder in the 1930s also cooperated with the Higgins Shipbuilding Co. and the U.S. Navy studying the effectiveness of pressure-treated and naturally resistant native and tropical species of wood to prevent damage by marine borers. He returned to Washington in 1945, and from then until his retirement, was engaged in studies about insects injurious to forest products and their control, including cooperative investigations with the Army and Navy.

Dr. Snyder also supervised the assemblage of the termite collection of the Smithsonian Institution and identified termites for individuals throughout the world, pest control operators, and federal and state agencies that required them. From the time of his retirement from the Department of Agriculture until his death, he served, without recompense, as collaborator of the department



and as honorary research associate of the Smithsonian Institution.

Dr. Snyder was a familiar face to readers of this publication (then named *Exterminators Log*, *Pests* and *Pests & Their Control*). He authored numerous articles to help professionals identify, control and prevent termite infestations — and graced the cover of the September 1951 issue. In 1937, the then-National Pest Control Association bestowed honorary lifetime membership for his countless presentations and creating the first NPCA Bulletin to

list termite species by state and Canadian province, with identification keys for winged adults and soldiers.

"Dr. Snyder was a true pioneer concerning wood-destroying insects, especially termites," says Dr. Brad Kard, endowed professor of entomology at the University of Oklahoma and a former leader of the USDA Forest Service's termite research facility.

While numerous insect and fungal parasite species were named in his honor, Dr. Snyder was just as interested in researching the control of wood-destroying insects as he was their biology. He pioneered the soil treatment method as a preventive strategy, and, as the *Proceedings* reports, "It is not an exaggeration to say that, during the peak of his career, he was the most prominent investigator of termite control methods in the world."

Note: The author is indebted to Alfred E. Emerson, Carl Muesebeck, R.A. St. George, Dr. Robert Snetsinger and many others to whom she reached out for research. PMP

Legacy of learning

Dr. Snyder's significant publications include *Our Enemy, the Termite* (1948), *Catalog of the Termites (Isoptera) of the World* (1949) and *Annotated Subject-heading Bibliography of Termites — 1350 B.C. to A.D. 1954*, published in 1956 with supplements published in 1961 and 1968.



These *Incisitermes snyderi* soldier and worker, commonly known as the Southeastern drywood termite, are just one of several species named after Dr. Snyder.

Photo courtesy of Dr. Rudi Scheffrahn, University of Florida.



You can reach Gooch, a PMP contributor, at hgooch@northcoastmedia.net.