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- 1998** Bill Brehm
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Charlie Hromada
J.E. Sameth
- 1999** Stanley Baker
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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 Müller
Dr. Phil Spear
Malcolm Stack
Blanton Whitmire
- 2005** Bob Jenkins Sr.
Paul Hardy
Jerry Mix
Hal Stein
- 2006** Dr. Gary Bennett
Truly Wheatfield Nolen
Bill Spitz
Jim Steckel
- 2007** Roy Ashton
Arnold Mallis
Ada & Millard Oldham
Dr. Mike Rust



KLOTZ



MARTIN

2017 PMP HALL OF FAME

A QUALITY

The *Pest Management Professional* Class of 2017 is comprised of five men who have devoted their careers to the industry, each contributing to its professionalism and public good.

By HEATHER GOOCH | Editor

After 21 classes of Hall of Fame inductees, one might think we'd be running out of people deserving of such an honor. One would be wrong.

The reality is, each of this year's honorees — **Dr. John Klotz, Ed Martin,**

Roland Rhodes, Chuck Steinmetz and Billy Tesh — has been discussed for years by the Hall of Fame nominating committee. Each has come *very* close to being on a given slate, but limiting the class to only a handful year to year meant that they had to be put back on the

list. Now is their time, and *PMP* is honored to highlight their lives and accomplishments in the following pages.

At the invitation-only, black-tie dinner and induction ceremony taking place Oct. 23 in Baltimore, on the eve of the National Pest Management

2008 Dr. Bobby Corrigan
Norm Goldenberg
Dr. 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



RHODES



STEINMETZ



TESH

QUINTET

Association's (NPMA's) PestWorld weeklong conference, five men will join the ranks of 87 other inductees since the Hall of Fame's conception in late 1996. Encircling this article is a listing of all these deserving men and women who have already been inducted into the Hall. Perhaps you know someone who is deserving of consideration for the Class of 2018 or beyond? If so, please visit pmphalloffame.net/nominate-someone and follow the instructions for nominating a deserving pest management professional.

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LEARN FROM THESE TITANS

Titans of Industry: How 20 Classes of PMP Hall of Famers helped shape and grow professional pest management rounds up introductory biographies of all the men and women inducted into the *Pest Management Professional Hall of Fame* from 1997 to 2016. It's available for online purchase today at mympp.net/shop.



- 2014** Ed Bradbury
Gene Harrington
Don Reiersen
Dempsey R. Sapp Sr.
- 2015** John R. Cook Sr.
Noad Corley
Dr. Laurel Hansen
Dr. Phil Koehler
- 2016** Dr. Vernard Lewis
Richard Sameth
Vern Toblan
Lawrence Treleven

- 2011** Bill Blasingame Sr.
Julius C. Ehrlich
Dr. Roger Gold
Victor Hammel
Ed Scherzinger

- 2012** Dr. Jerome Goddard
George Hockenyo
Jim Nelson
Dr. Mike Potter
Gary W. Rollins

- 2013** Greg Baumann
Stoy Hedges
Vern McKinzie
Bob Rosenberg
Dr. Thomas Elliot Snyder
Dr. Claude Thomas

- 2017** Dr. John Klotz
Ed Martin
Roland Rhodes
Chuck Steinmetz
Billy Tesh

THE ANT AUTHORITY

The only thing more amazing than Dr. John Klotz's contributions to the industry's knowledge and understanding of ant management is his near-miraculous journey back recovering from a traumatic brain injury. By HEATHER GOOCH | Editor



Dr. John Klotz's interest in ants and other insects took hold as a youngster living on a farm in rural Kansas — “collecting insects, and exploring the woods and creeks,” as he tells *Pest Management Professional*.

After a stint in the U.S. Navy, Dr. Klotz, 71, went for his undergraduate degree in biology, graduating in 1976 from Rockhurst College, Kansas City, Mo. Dr. Klotz then decided to focus on his love of insects, earning master's and doctoral degrees in entomology from the University of Kansas.

After three years teaching middle school in Kansas, Dr. Klotz longed for a life near the ocean. He headed to California,

and in 1988, in short order, he “got a job at Lloyd Pest Control, fell in love with my wife, Jenny, and had the good fortune to work with Herb Field, who taught me all about pest management and became a good friend.”

In 1990, the same year he got married, Dr. Klotz relocated to Indiana and joined Purdue University's Center for Urban and Industrial and Pest Management.

“The best thing I can say about John Klotz is that he is a true gentleman. He is also an outstanding scholar, specializing in ant biology, behavior, ecology and management,” reports Dr. Gary Bennett, a fellow *PMP* Hall of Famer (Class of 2006), Dr. Klotz's supervisor during his tenure at Purdue, and a close friend. At Purdue, he also collaborated with Dr. Byron Reid and fellow *PMP* Hall of Famer Dr. Bobby Corrigan (Class of 2008).

In 1993, Dr. Klotz joined the U.S. Dept. of Agriculture's Agricultural Research Service (USDA-ARS) Medical and Veterinary Entomology Research Laboratory (MVERL) in Gainesville, Fla. Dr. Nancy Hinkle, a frequent collaborator, met him there while she was a student at the University of Florida.

“It has been my honor to be associated with him, initially in Florida, and later when we were both on the faculty of the University of California, Riverside,” she tells *PMP*. “Having already worked in pest control and coming from a postdoctoral position at Purdue University, Dr. Klotz possessed extensive knowledge and experience in urban pest management, and joined a thriving ant research group in Gainesville.”

PMP HALL OF FAME 2017

NAME: Dr. John Klotz

CAREER AFFILIATIONS: Lloyd Pest Control, Purdue University, USDA-ARS MAVERL, UC-Riverside

CURRENT TITLE: Urban Entomology Specialist Emeritus, University of California Riverside

YEARS IN PEST MANAGEMENT: 21

KEY POSITIONS HELD: Training Director, Extension Entomologist

INDUSTRY ACHIEVEMENTS: Investigating guideline orientation and its implications for pest management, low-toxic liquid baits and their delivery systems, the role of anaphylaxis in ant stings and kissing bug bites, ant orientation in carpenter ants, modernizing and expanding UCR's Urban Entomology Conference



As an extension entomologist, Dr. Klotz did a lot of outreach to the next generation.

PHOTOS: COURTESY OF JOHN AND JENNY KLOTZ

Dr. Klotz names Drs. Karen Vail, David Oi, Lloyd Davis and Jim Moss as also being “instrumental in my success” in Florida.

From 1996 until his retirement and relocation to Sedona, Ariz., in 2009, Dr. Klotz was a research and extension entomologist at UC-Riverside. It was also during this period that Dr. Klotz was the co-author of three books: *Carpenter Ants of the United States and Canada* (co-written by Dr. Laurel Hansen), *Urban Ants of North America and Europe* (co-written by Drs. Hansen, Reiner Pospischil and Mike Rust), and *Urban Pest Management of Ants of California* (co-written by Drs. Hansen, Rust and Oi, and Ken Kupfer and Herb Field).

“I always kidded John that this trilogy was almost as popular as ‘Star Wars,’” teases fellow *PMP* Hall of Famer Dr. Rust (Class of 2007), who also worked with Dr. Klotz at UC-Riverside.

Dr. Bennett agrees, noting these books in particular “are invaluable to both academics and practitioners — and the medical community, with chapters on ant stings. There is a wealth of information on the value of this largest group of animals on the face of the earth, and how many ant species have adapted to the structures of man.”



Clockwise from left are Steve, Margaret (holding Peter), Arthur, Suzanne and John.

Dr. Hinkle teases that Dr. Klotz might be an ant pied piper of sorts: “Interestingly, a couple of years after he moved to the University of California, red imported fire ants (*Solenopsis invicta*) were first found invading southern California. This was shortly after John had made a trip back to the Southeast. Coincidence? I then razed John mercilessly about ensuring his job security at UCR.”

Dr. Klotz notes that he did do some research on fire ants — with the expertise of Dr. Les Greenberg, a University of Kansas classmate and a UC-Riverside colleague.

In addition to his work on insect research, teaching and extension, Dr. Klotz organized UC-Riverside’s annual urban pest management conference from 1997 to 2009.

“John was an outstanding researcher and colleague and made a number of important contributions to the program,” says Dr. Rust. “But one of his biggest accomplishments was the modernization of our annual conference, increasing its attendance and participation by the industry. This conference has now become a major extension event in California.”

Throughout his career, Dr. Klotz kept up with industry pest professionals at conferences and meetings. Dr. Gerry Wegner, who recently retired from Varment Guard in Columbus, recalls how he and Dr. Klotz “used to discuss ant baiting strategies back in the 1990s. John helped pioneer boric acid percentage rates in liquid baits for ants, including carpenter ants, so that the rate of active ingredient would not be too high.”

After retirement, Dr. Klotz still kept a hand in research. In 2010, he worked with his medical professor brother, Dr. Stephen Klotz, as



The Klotzes and their beloved dogs in Sedona, Ariz.

well as Drs. Jack Pinnas, Justin Schmidt and Mark Mosbacher, on investigating anaphylactic and other reactions to kissing bugs.

THE UNTHINKABLE OCCURS

An avid swimmer, Klotz often logged 2,500 yards a day at his local gym. But in 2011, he went into sudden-death cardiac arrest in the pool. Thankfully, he was given CPR on the spot by fellow swimmers, but Dr. Klotz remained in a coma for eight days with chemical pneumonia and anoxia. He has no memory of any of it.

“Suffering from a traumatic brain injury took me back to square one, and gave me a new perspective on the struggles of others to overcome their handicaps,” Dr. Klotz told *PMP*. “Through it all, my wife Jenny has never wavered with her support, and I owe my life to her.”

“It was good to see him doing so well,” says frequent collaborator and fellow *PMP* Hall of Famer (Class of 2015) Dr. Laurel Hansen. “It’s a miracle that he is still alive.”

Today, the Klotzes focus on his daily progress in recovery. Dr. Klotz was thrilled, humbled and honored to learn of his *PMP* Hall of Fame induction status: “The pest control industry has provided me the opportunity to contribute in a small way to its success.” *PMP*

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THE FIGHTER OF FORMOSANS

Ed Martin spent a “mere” 56 years at Terminix and 58 years in the industry, training and mentoring in termite and general pest control all along the way. By JERRY MIX | Editor At-Large



Ed Martin, one of two posthumous inductees in *Pest Management Professional* magazine’s Hall of Fame Class of 2017, had a long, productive career.

After graduating from Louisiana State University (LSU) with a degree in agricultural entomology in 1958, he returned home to New Orleans and went to work for F&N Pest Control.

Founded in 1947 as a local franchise in New Orleans, Terminix Pest Control was only doing termite work. In 1960, what’s known today as Terminix Service Co. Inc. hired Martin away from F&N to create a pest management division. It’s hard to believe, but Martin stayed with Terminix of New Orleans until

April 6, 2016, when he died of a heart attack at age 80.

THE TERMITE EXPERT

In 1962, New Orleans Terminix franchisor Bill Brothers was ready to retire. He asked Martin whether he wanted to purchase the business. With a loan co-signed by his father, Ed Martin Sr., Martin became the owner at the ripe old age of 27 — becoming the youngest Terminix licensee in the nation.

While Martin was getting his feet wet as a Terminix owner, his father was working as the public works director for New

Orleans. The elder Martin’s crews were replacing telephone poles throughout the city, and they were finding “bugs” in those poles.

Martin took specimens from the poles to the LSU entomology department. They soon determined that the bugs invading the New Orleans telephone poles were Formosan termites (*Coptotermes formosanus*), an aggressive species that entered the United States shortly after World War II.

CONTINUED ON PAGE 32

PMP HALL OF FAME 2017

NAME: Ed Martin

COMPANY: Terminix Service Co. Inc.

TITLE: Owner

YEARS IN PEST MANAGEMENT: 58

KEY POSITIONS HELD: President of Louisiana Pest Management Association, Greater New Orleans Pest Control Association and Terminix National Council; Committee Chairman, Louisiana Department of Agriculture and Forestry Formosan Termite Tree Program

INDUSTRY ACHIEVEMENTS: Youngest Terminix franchisor, growing it from six to 140 employees; developed a fumigation/soil treatment method to control Formosan termites



Martin points to a water line on a home, illustrating the devastation Hurricane Katrina caused.

PHOTO: COURTESY OF JOE MARTIN

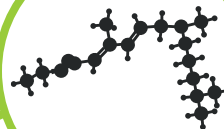
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CONTINUED FROM PAGE 30

Martin and other pest management professionals had encountered them on occasion, but the telephone poles signified the first discovered infestation on a city-wide scale. This finding opened an entirely new chapter of business for Terminix in New Orleans, as well as for the other pest management companies in the Crescent City.

“He was a firm believer that Formosan termite control was created at this office, and when someone would ask Eddie Martin if he was an expert in Formosan termite control, he would respond ‘No, I’m *the* expert in Formosan termite control,’” quips Martin’s grandson Joe Martin.

Joe (who is formally Edward Joseph Martin IV) co-owns the New Orleans franchise with Vincent Palumbo, who has 53 years and counting in the pest management business. Palumbo came along in 1994 and purchased part of the Terminix business, becoming partners with Eddie Martin. At that time, the firm had 62 employees. Today, it has 140 employees and 103 trucks. The firm is doing more than \$16 million in annual revenue — and is on a five-year plan to double that.

Eddie Martin Sr.,
left, enjoys a
smile with son
Ed Martin.



DEVOTED TO THE INDUSTRY

“One morning in 2016, Eddie came into the office and said he was going to semi-retire,” Palumbo recalls. “He was always in the office at 7:45 a.m. but then, he started coming in at 8:45 a.m. and then he started leaving at 4:45 p.m. instead at 5 p.m.”

The “shorter hours” gave Martin time to spend with his wife of 57 years, Loretta, with whom he had five children and 11 grandchildren.

Joe Martin contends his grandfather “was always an entomologist first,” and a business owner second. He was an inspiration to Joe himself to become both.

CONTINUED ON PAGE 34

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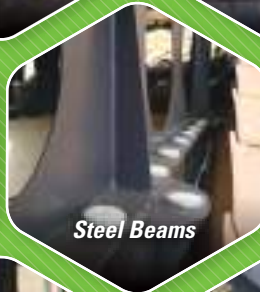
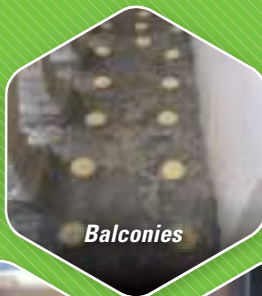
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CONTINUED FROM PAGE 32

“When a media story was needed on pest control, Eddie was sought out,” Joe says. “He stated what the facts were. He would promote himself as the company entomologist, never the owner.”

Focusing on Formosans in particular, Martin at one point was the committee chairman for the Louisiana Department of Agriculture and Forestry Formosan Termite Tree Program. He was also a big advocate for the pest management industry, and was past president of both the Louisiana Pest Management Association and the Greater New Orleans Pest Control Association. The latter was founded in 1976, with Martin playing a role in its creation.

“In his eyes, you helped people in the business. They weren’t



Ed and Loretta Martin were married 57 years, until his death in April 2016.

competitors, they were friends,” Joe says. “If people in the industry needed help, Ed Martin would help.”

Among other things, Martin would loan colleagues equipment and people. On his own turf, he always made himself available to employees in need of technical assistance.

“Until he died, he came to the office every weekday and also on

Saturdays,” Joe says. “That was his routine, and it was really beneficial to the company.”

To honor his memory, Martin’s office at Terminix is now the Ed Martin Conference room. His legacy continues to be mentoring, training and advocating for the professional pest management industry. PMP

You can reach MIX, a 2005 Hall of Famer, at pmpeditor@northcoastmedia.net.

PHOTOS: COURTESY OF JOE MARTIN

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ALWAYS LEARNING AND PROMOTING

Roland Rhodes started his company in the pest management industry when he saw a need. He continued to meet that need through education and service. By JOHN WALSH | Contributing Editor



In 1962, Deborah (Rhodes) Ball was almost 2 years old when her parents, Roland and Winona Rhodes, started Rhodes Chemical Co. in their home in Overland Park, Kan. Before the Rhodeses moved their company into a commercial building in Kansas City with their first two employees (Fred Clute and Ralph Stevens) in 1966, Ball remembers two things about the company during its infancy.

“There were chemicals stored in the garage that I wasn’t supposed to touch, and there was a phone in the kitchen that was used only for business calls,” she says.

The one thing Ball remembers after the move in ’66 was playing with an adding machine in the new office. In 1969, when Rhodes

moved the company a second time into the building where it’s located now, Ball remembers helping clean the building with her three siblings (Christine, David and Alan) in preparation.

Even though Rhodes didn’t want his children to be employees of his company, Ball ended up working there anyway. She started out as an accountant, moved up to vice president of finance, and became president when her father passed away on July 24, 2015, less than six weeks after he retired on his 88th birthday in June.

“He wanted us to find what we loved and pursue that,” she says, adding that her siblings have enjoyed careers in education, banking, land development, and wholesale distribution.

MEETING A NEED

Rhodes started his business when he realized the need for distribution in the Midwest while working at Cook Chemical and attending the National Pest Control Association (now the National Pest Management Association, or NPMA) convention in 1956 and the Purdue Pest Control Conference in 1957.

Born on June 8, 1927, Rhodes grew up in Kansas City, Kan., where he lived with his two brothers and two sisters. As a young man, he worked as a paperboy and at the Kansas City Stockyard. After high school, he attended junior college for two

CONTINUED ON PAGE 38

PMP HALL OF FAME 2017

NAME: Roland Rhodes

COMPANY: Rhodes Chemical Co.

TITLE: Founder & President

YEARS IN PEST MANAGEMENT: 53

KEY POSITIONS HELD: Member of Entomological Society of America, Pi Chi Omega; charter member of the United Producers, Formulators and Distributors Association; DeMolay, Mason; Overland Park, Kan., City Councilman

INDUSTRY ACHIEVEMENTS: Inaugural winner of Malcolm Stack Integrity Award; key player in EPA-industry discussions in the 1970s; scholarship benefactor for several universities.



Roland Rhodes, seated, is surrounded by (from left) Hall of Famer Vernon McKinzie (Class of 2013), Sen. Pat Roberts (R-Kan.) and Nancy McKinzie.

PHOTO: COURTESY OF DEBORAH BALL

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years. At age 17, he joined the U.S. Navy during World War II. He was stationed at a Navy hospital near Seattle, caring for wounded sailors and Marines returning from the Pacific theater. After he was discharged, he attended the University of Kansas (KU) on the GI Bill and earned a bachelor's degree in chemistry in 1949.

While attending KU, Rhodes married his high school sweetheart, Winona Carpenter, in 1947. Subsequently, he worked as a chemist for Stokley-Van Camp and FMC Chemical Division before working for Cook.

A member of the Entomological Society of America and Pi Chi Omega, Rhodes also was a charter member (1969) of the United Producers, Formulators and Distributors Association (UPFDA).



Family was very important to Rhodes. Above, from left are Debbie, Alan, David, Christine and their dad. At right, Winona and Roland were married for 68 years.



In 2005, UPFDA presented Rhodes with the first-ever Malcolm Stack Integrity Award, which recognizes those in pest management who demonstrate a commitment to the industry and have a high degree of professionalism and integrity. The award is named after Bell Laboratories founder Malcolm Stack, a 2004 PMP Hall of Famer.

"Roland saw a need for distributors of specialty chemicals

to have a common voice to speak to manufacturers," says Valera Jessee, executive director of UPFDA, who worked with Rhodes for 25 years. "He was always a leader."

Rhodes served on the boards of several state pest management associations and the Kansas Department of Agriculture Board for more than 17 years.

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He attended the Purdue Conference for more than 35 years, and sponsored CEO roundtables at the Kansas Small Business Development Center. He also attended several NPMA Legislative Days and testified to the Senate committee about legislation affecting the industry.



Paul Neill presents the medallion to Winona and Roland on the occasion of Rhodes Chemicals' golden anniversary.

"My father traveled to D.C. a lot to lobby for the industry and help it navigate through the [U.S. Environmental Protection Agency] regulations that were being passed through Congress during the early '70s," Ball says. "He also visited customers and attended educational sessions, such as the ones at Purdue University. He loved Purdue and went there more times than I can remember. Even when he quit making sales calls, he still traveled to state pest control meetings and visited manufacturers."

Rhodes advocated education. He and Winona established an endowment program at Purdue University and provided scholarships for the University of Illinois, University of Missouri, Kansas State University, University of Nebraska and Iowa State University to honor Clute.

Ball says she learned a lot from her father, especially how to treat people. He taught her and other employees to do what you say you're going to do, when you say you're going to do it; and to be as thorough and as honest as you can with the information you have.

When Rhodes told Ball of his plans to retire, she decided her father deserved some recognition on the occasion, so she sent out a notice to customers and colleagues. In response, Rhodes received an avalanche of thank-you cards. Ball recalls how delighted he was, sharing the many fond memories he had of the industry and the people who comprise it.

That recognition and those memories continue. **PMP**

WALSH is a Cleveland-based writer. He can be reached at pmpeditor@northcoastmedia.net.

PHOTO: COURTESY OF DEBORAH BALL

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A COMPANY BUILDER

For nearly four decades, Chuck Steinmetz played a prominent role in expanding companies in the industry. By JERRY MIX | Editor At-Large



Even at age 77, Chuck Steinmetz still maintains the enthusiasm that enabled him to climb the ladder of success in the pest management industry.

But that enthusiasm could have gone quickly down the drain back in 1962, during his first summer of work with Orkin Pest Control. You see, he was doing subterranean termite control while first attending, and then graduating from, the University of Florida. It was hard, often-thankless work, but he learned the ropes of the industry.

Over Steinmetz's 12 years at Orkin, several tough lessons sunk in. Among them was how to treat a house, where as a technician you walked in the door, turned right, and started walking — all the while spraying the baseboards. When you got back to the front door on the left-hand side, your job was complete.

"And the rest of the industry was also that way," Steinmetz adds, noting he knew his team could do more — and better. "By differentiating ourselves and by giving our technicians a lot more training, for example, customers realized they couldn't do that themselves. That was a way to acquire customers, and more importantly, to keep them."

Within a few years, Steinmetz was offered the job of district manager for Orkin in the state of Missouri. He relocated to St. Louis and was soon faced with his first business challenge.

"It was September of 1969, and starting to get colder," he recalls. "I asked around: 'What happens here in the winter?' The answer was 'Nothing.'"

Laying off employees before the holidays was not going to be an option, he decided.

"So we started calling the homes around the houses we had recently

treated for termites. We offered a free termite inspection," Steinmetz explains. "Out of that, we got the biggest termites sales in the state of Missouri."

Steinmetz was with Orkin for 12 years, then left to help a friend who was building a company — Truly Nolen, son of fellow Hall of Famer Truly W. Nolen who was striking out on his own. Steinmetz was hired over the phone, and stayed with Nolen for three years.

BECOMING HIS OWN BOSS

There came a point where Steinmetz and Nolen were discussing his future. Nolen told his employee that he probably was never going to be happy working for someone else.

CONTINUED ON PAGE 44

PMP HALL OF FAME 2017

NAME: Charles Steinmetz

TITLE: Entomologist and Co-Founder, Safer Home Services

COMPANIES: Orkin, Truly Nolen, All America Termite and Pest Control, Middleton Pest Control, Safer Home Services

YEARS IN PEST MANAGEMENT: 55

INDUSTRY ACHIEVEMENTS: Developing and popularizing the "once-a-year service" plan, turning around two major firms (when All America was sold in 1982, it was the largest privately owned pest control company in the U.S., with 125 locations), philanthropic efforts throughout Orlando, Fla.



Steinmetz cuts the ribbon to open Middleton Pest Control's new headquarters.

PHOTO: COURTESY OF CHUCK STEINMETZ



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CONTINUED FROM PAGE 42

Nolen then told Steinmetz he needed his own company, adding, “If you need any money, I’ll loan it to you.”

“I left and found Middleton Pest Control, a company that was doing \$100,000 at the time,” Steinmetz recalls. His requirement for purchase was single-minded: “I bought it because I could afford it.”

Three years later, Middleton was doing \$500,000. Another three years later, it hit \$1 million. Then, along came All-America.

THE SEARS SITUATION

“The most interesting thing happened,” he recalls. “Sears came on the news saying it had lots of customers, but no one to service them because the company that had agreed to do the service had disappeared. I got on the phone the next day with the licensed business manager for Sears in Central Florida. I told the guy, ‘I think I can fix your problem.’ The next day, three Sears guys came to my office and said they had 13,000 jobs, but hadn’t done the work, just took the money. They had 600 active termite claims. I told them that we would have to retreat every one of those jobs.

Steinmetz
with his late
wife Lynn
and their
two sons.



“So, from that, we started All-America Termite and Pest Control, doing business as Sears,” Steinmetz continues. “Within 60 days, all of the fires had been put out. We figured out a way to retreat all of those properties because Sears was facing millions of dollars in liabilities.”

As All-America grew, Steinmetz went to Sears and told its team he wanted to do business in Southern Florida and Atlanta under the Sears name. The retailer got out of its existing contract and soon All-America had 120 branches all over the South.

In 1985, the company was doing \$5 million, but in 1990, that figure would climb to \$50 million. “When you go through that much growth, it strains your guts,” Steinmetz admits. “Everything *has* to work. You have to get the people and the trucks, for example.”

CONTINUED ON PAGE 46

PHOTO: COURTESY OF CHUCK STEINMETZ

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CONTINUED FROM PAGE 44

By 1996, sales were approaching \$100 million. Sears decided it wanted to buy All-America.

"I agreed to sell it in January 1997, but made sure that Middleton was not part of the transaction," Steinmetz says. All-America became Sears Termite & Pest Control, but by 2001 was sold to Terminix International for an undisclosed amount. At the time it had approximately 1,500 employees and 100 offices, and year-2000 revenues were reported at \$100 million.

Middleton Lawn & Pest Control grew to \$35 million, but it was sold to Sun Air in 2005. In 2009, Sun Air got out of the pest management business and sold the firm to Massey Services, its Orlando-based competition.

LIFE AFTER PEST MANAGEMENT

After effectively retiring in the mid-2000s, Steinmetz turned his attention to the not-for-profit world. He was married for 39 years to Lynn, who died of lung cancer in 2012 and with whom he had two sons and three grandchildren. Three years later, he married Margery Pabst, a longtime friend of his and his wife. Their philanthropic efforts continue.



Steinmetz and wife Margery believe in giving back to the community.

So does his pest management involvement, though to a lesser extent. In 2014, he and longtime colleague Jim Swayne launched Safer Home Services in Clearwater, Fla., later bringing on Dr. Phil Nichols. While the pest management industry may be in the rearview mirror for Steinmetz, many events and people are still on his mind. During this interview, he took the time to remember many people who had worked for him. That group included Joe Essex and Dick Batts, two excellent termite technicians who helped bail All-America and Sears out of the early termite problems.

"When I ran my own companies, and even before, I always thought about what the salespeople needed to accomplish to get the sale," he says. From there, for Steinmetz, success always followed. PMP

You can reach MIX, a 2005 PMP Hall of Famer, at pmpeditor@northcoastmedia.net.

PHOTO COURTESY OF CHUCK STEINMETZ



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Cycor Inc. Pest Control Services gains new business from success of Maxforce Roach Control System



Hector Cortez, president of Chicago, Ill.-based Cycor Inc. Pest Control Services, believes a company is only as good as the feedback of its customers.



Cycor Inc., which Cortez runs with his brother Rafael Cortez, provides general pest management services to property management companies. The family-owned company does not have a website or market its services online, but instead gains new business entirely by word-of-mouth.

"Our only advertisement is our customers' recommendations to their peers," Cortez says, emphasizing that it is extremely important his company uses high-performing products. "We have found Bayer products to be very effective in providing the results our customers are looking for."

Cycor Inc. has been a Bayer customer since the pest management company's inception 20 years ago.

To combat cockroach infestations of the German cockroach (*Blattella germanica*), Cortez says his company uses a multiple products by Bayer, including Maxforce Impact, Maxforce FC Magnum and Maxforce FC Select gel bait, Maxforce Complete Granular Insect Bait and Tempriid.

"The products all work really great on application," says Cortez. "In heavily infested situations, we flush out the cockroaches and vacuum any visible activity. We then bait with Maxforce FC Magnum or Maxforce Impact. Once everything is under control, we rotate Maxforce FC Select."

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That guarantee was put to the test a few years ago when Cycor Inc. received a call from a property manager having issues with

German cockroaches in a 40-unit building.

"She told us she had used two other companies to address her concern, with no results," says Cortez, adding that property management heard about Cycor Inc. from one of its existing customers.

Cortez and his team offered to service the building on a trial basis.

"We told her, 'If you are not satisfied with our results in three months, you owe us nothing,'" says Cortez. His team went to work, first conducting a complete clean-out of the building, and then targeting infested units with follow-up treatments.

"Our weapons of choice were Bayer Maxforce gel baits, and they did not disappoint," says Cortez.

Cycor Inc. had the cockroach problem under control within two months.

"The property manager continues to renew her contract with us every year, and we now service all her properties," says Cortez. In addition, the manager recommends Cycor Inc. to her colleagues in the property management business.

"We are very grateful to Bayer," concludes Cortez.



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DESTINED FOR PEST MANAGEMENT

Billy Tesh got an early start in the pest management industry. Now, the family tradition continues. By DIANE SOFRANEC | Managing Editor



Billy Tesh isn't kidding when he says, "I'm not one to take a back seat."

The president of Pest Management Systems in Greensboro, N.C., has stepped up throughout his 45-year pest management career. He started a successful pest management company, launched a pioneering crawlspace business, testified against tighter pesticide restrictions in his home state, served as head of state and national pest management organizations, and donated his time and money to charitable causes.

His pest management career began at Tesh Pest Control, the company his uncle started in 1957.

In 1972, as a 13-year-old youngster, Tesh helped during the summer months, doing dirty work like washing trucks. Before long, he was working weekends and after school. His uncle had no children, so he told Tesh he could run the company after he graduated from North Carolina State University's pest management program.

"I had not only the practical experience of what I learned on the job, but the base education of entomology and pest management that I got at NC State," he says.

In college, he studied under Dr. Charles Wright, a professor and *PMP* Hall of Famer (Class of 2010) who conducted research with fellow

Hall of Famer Blanton Whitmire (Class of 2004).

"Dr. Wright is one of my mentors," Tesh says. "I respect him more than almost anybody because he led me in the right direction. He understood that the pest management industry was changing."

At the time, Tesh says, the industry was going from "spray jockeys" who randomly applied pesticides, to pest management professionals with critical thinking processes for applying a precise dose of material in an area.

CONTINUED ON PAGE 50

PMP HALL OF FAME 2017

NAME: Billy Tesh

COMPANIES: Pest Management Systems, Crawlspace Depot

TITLE: President

YEARS IN PEST MANAGEMENT: 45

KEY POSITIONS HELD: President of the National Pest Management Association (NPMA); President of the North Carolina Pest Management Association (NCPMA); Chairman of the NPMA Public Policy Committee; Member of the North Carolina Department of Agriculture & Consumer Services' Structural Pest Control Board

INDUSTRY ACHIEVEMENTS: Youngest president of the NCPMA; NCPMA Hall of Fame Award; Outstanding Philanthropist of the Year by the Association of Fundraising Professionals, North Carolina Triad Chapter; FMC Legislative Day Award.



Tesh started his crawlspace product distribution company because no one else was offering what he needed.

PHOTO: COURTESY OF BILLY TESH

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CONTINUED FROM PAGE 48

NEXT-LEVEL MANAGEMENT

When Tesh launched his business, he embraced that approach. He offered additional services, too.

"I realized early on that there are add-ons in the pest management industry," he says, "because consumers are looking to remedy an issue and would rather use someone they trust and have a relationship with."

When his customers started experiencing problems with "sweating" crawlspaces that additional ventilation couldn't fix, he took action. Tesh partnered with Advanced Energy, which was conducting research on closed crawlspaces. Pest Management Systems was the first pest management company to tackle this issue, he says, despite colleagues who believed closed crawlspaces would cause houses to rot.

"A lot of my friends said I was crazy, but we had done the research and saw the results. I said, 'Well, the science doesn't lie,'" he says. "Sure enough, within 10 years the industry was embracing closed crawlspaces."

Because Tesh had been buying the materials to correct crawlspace issues, and no one else seemed able to find them, he started selling them to others. He began Crawlspace Depot, "not because I wanted to

Tesh Pest Control was a family affair.



do it, but because a lot of distributors didn't want to take it on," he says.

SERVING THE INDUSTRY

Tesh is no stranger to taking on responsibility. He was 26 years old when he was named president of the North Carolina Pest Management Association in 1985. At the time, five bills affecting the pest management industry had been introduced in the state's general assembly. As president, his job was to defend the industry and testify in front of subcommittees at the state capitol in Raleigh.

"We defeated every one of those bills, and we haven't lost a battle yet," he says. "We've come close, but we've never lost."

In 2014, Tesh served as president of the National Pest Management Association (NPMA) and has been on the board of the NPMA's Professional Pest Management Alliance (PPMA) since its inception in 1997.

CONTINUED ON PAGE 52

PHOTO: COURTESY OF BILLY TESH

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Premier Liner	12 Mil	Black/White	Yes	24' x 100'	2,400	\$439.98	\$0.18
Premier Liner	20 Mil	White/White	Yes	12' x 100'	1,200	\$354.75	\$0.30
Economy Liner	8 Mil	Black/White	Yes	12' x 100'	1,200	\$134.99	\$0.11
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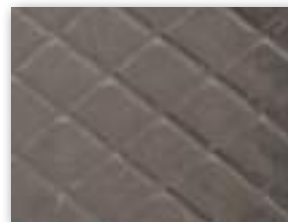


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PEOPLE MAKE THE DIFFERENCE

Ask Tesh what he loves about the pest management industry, and you'll get an answer that reveals a lot about the man.

"The people who inspire each other and work together to make our industry bigger and better," he says. "The people who are always giving much more than they receive."

Giving back to the community is important to Tesh. For example, when county officials threatened to shut down a group home infested with bed bugs, Tesh stepped up to treat the building for free.

But it was never about the money; it is always about the people. That's why he decided, on the spot, to donate his company's time and materials for service that would have cost \$15,000. As Tesh walked through the infested building, he came upon a father with a son and daughter.

"The girl looked up at me and said, 'Am I going to have to move out?' and I said 'nope,'" Tesh says, fighting back tears all these years later. "I can still see her."

The news crew on site reported on the plight of those in the group home and Pest Management Systems' generosity. The next day, others in the community came



From left: Kelly, Billy, Laurie and Julie. Above, Tesh on the day he married his high school sweetheart, Laurie.

forward to donate furniture and food.

"All it takes is one kind act," Tesh says. "To be able to do that and walk away with everybody's life impacted for the better, those are the things that make this industry so great."

FAMILY MATTERS

For Tesh, pest management remains a family business. Wife Laurie, whom he met in high school and married after graduating from college, has worked by his side from the beginning. Older daughter Julie is engaged to Jeremy Clark of Dugas Pest Control, Baton Rouge, La. Younger daughter Kelly and her husband, Patrick Thompson, run Pest Management Systems' Pinehurst/Sandhills branch office. PMP

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PHOTOS: COURTESY OF BILLY TESH



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