

THE INDUSTRY'S LEADING TECHNICAL JOURNAL SINCE 1933

PMP Pest Management PROFESSIONAL

Good to Grow

Nearly 70 industry professionals attended the 18th *PMP* Growth Summit, held Feb. 13-15, 2018.

Owners, tech directors and suppliers convene at Reunion Resort in Orlando to network and learn at the 2nd Annual *PMP* Growth Summit.



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The Fantastic Forum

BY **HEATHER GOOCH** | Editor

The *Pest Management Professional (PMP)* staff was delighted by the turnout for our second annual Growth Summit, surpassed only by the great feedback we received after the event took place Feb. 13-15. Our 2018 participants join an elite group of pest management professionals who attended our inaugural event in 2017, each of whom used the opportunity to network and bond with colleagues in ways that are not as easy to do at traditional industry events.



We're already looking forward to hosting the 2019 *PMP* Growth Summit, buoyed by the success of this year's roundtable format. If you are interested in applying to attend next year's event, which will take place March 13-15, 2019, see whether you meet these criteria:

- Will your company make \$1 million or more in 2018?
- Are you able to devote three days away from work and family to immerse yourself in the event schedule?
- Are you willing to discuss your successes and failures in an open, but not judgmental forum?
- Are you interested in meeting with several preferred manufacturing and distribution partners during the event, for one-on-one conversations about how they can help you build your business?

If you can answer "yes" to these questions, we'd love to have you join us in the Sunshine State next year. Apply online at mypmp.net/summit-app. **PMP**

You can reach **GOOCH** at hgooch@northcoastmedia.net or 330-321-9754.

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2018 Growth Summit: PMP Attendees



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JOHN BOZARJIAN
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► CONTINUED ON
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2018 Growth Summit: PMP Attendees

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MARY VONGAS

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RUDY WHITTEN

COO
Cadenhead Services
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FRED WILLEY, ACE

Owner & President
Invader Pest Management
Glendale, Ariz.

CONTEST WINNER: Fright, no flight

Editor's Note: Before the Summit took place, we sent out a call for entries for attendees' "most bizarre, unusual or challenging pest management experience out in the field." Paul Sugrue, technical director of Nozzle Nolen, West Palm Beach, Fla., won a \$50 VISA gift card for sharing his story, below. Read our runners-up entries on our blog, PMPPestTalk.net.



PMP Digital Editor Joelle Harms interviews Sugrue as part of the attendee activities at the Summit.

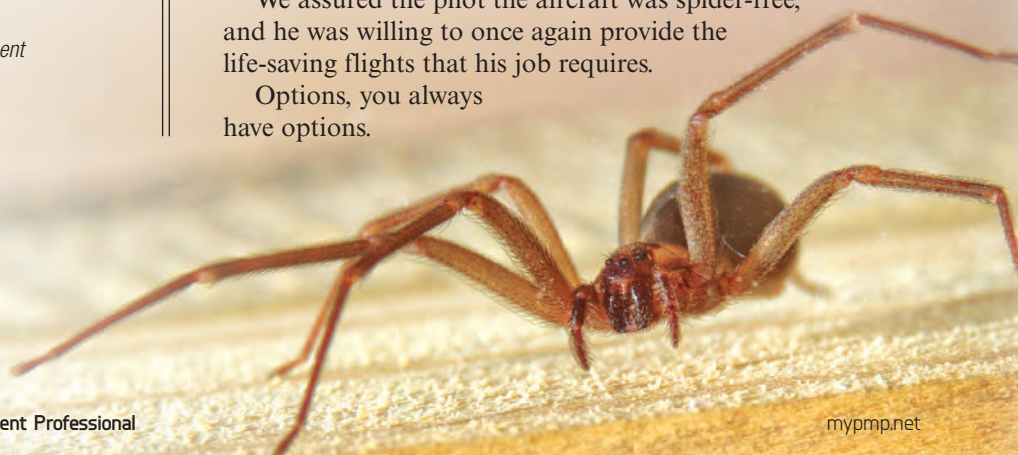
I was contacted by the branch manager of our Stuart office in Martin County, Fla. The county had called with a life-threatening problem: The pilot of its air ambulance trauma helicopter was arachnophobic. He had seen a spider in flight and almost crashed! On top of that, he refused to get back in the helicopter until the spiders were eradicated. This put lives on the line if any trauma calls were to come in to the county requiring an air ambulance flight.

If you have ever tried to find a pesticide that is labeled for use inside an aircraft, you will feel our pain. Sometimes, you just have to rely on common sense. Pesticides are not always the answer.

I suggested sending a very thorough technician to the aircraft, along with a backpack vacuum. Working diligently on his back for several hours, he was able to remove multiple spiders.

We assured the pilot the aircraft was spider-free, and he was willing to once again provide the life-saving flights that his job requires.

Options, you always have options.



Pests and public health

Dr. Jerome Goddard explains how public health and pest control intersect.

BY **HEATHER GOOCH** | Editor

On Feb. 13, the *Pest Management Professional (PMP)* staff welcomed more than 60 pest management professionals (PMPs) and marketing partners to the Reunion Resort in Orlando, Fla. After attendees settled in, they gathered to hear *PMP* Hall of Famer Dr. Jerome Goddard (Class of 2012) deliver a lively keynote presentation about public health pests. Dr. Goddard is also the author of *PMP*'s serialized adventures of the fictional Crawley McPherson, Bug Man.

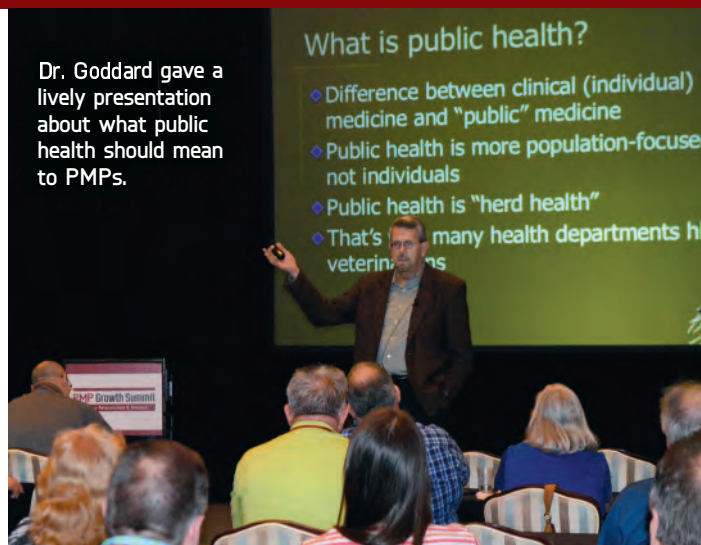
"Crawley is a crazy bug guy that is countrified," Dr. Goddard explained by way of introduction, noting that his intent is to present pest control situations in a relatable manner. He segued into the keynote topic by noting how public health is a hot-button issue these days, and PMPs "should all be on board with that. We protect public health, not just property."

What public health comes down to, he said, is keeping the drinking water and wastewater separate, and keeping vermin such as mosquitoes, rodents, ticks, flies and cockroaches from spreading infectious disease such as malaria, plague, yellow fever and typhus. "We might think of these as gone, but they're not," he said.

Dr. Goddard wrapped up his presentation with what he noted is one of the best examples of the intertwined roles of public health and pest management: Hurricane Katrina striking the Gulf Coast in 2005. In his role as State Medical Entomologist at the Mississippi Department of Health, Dr. Goddard assessed the aftermath and the impact it had on an influx of pest populations threatening public health.

He explained that the act of him and his assistant innocently inspecting for mosquito larvae was sometimes mistaken for a looting attempt — and they were confronted by hostile homeowners, brandishing signs with such warnings as "You Loot, I Shoot."

But between the bulldozed debris piles waiting months to be relocated to landfills, the first responders



Dr. Goddard gave a lively presentation about what public health should mean to PMPs.

giving away food in less-than-ideal conditions, and the homeowners who could return to their properties cleaning up with limited resources, the pest pressure mounted — and so did the public health threat.

Dr. Goddard described a field hospital outside New Orleans, where personnel complained of flies getting into open wounds during triage. The fly population originated from a big-box store next door, whose roof was torn off. Hundreds of pounds of wet, moldy dog food on shelves became a breeding ground. As he explained, "public health collapses in a disaster or war."

UNDERPROMISE AND OVERDELIVER

The Gulf Coast has made a comeback, of course, but even in everyday service, Dr. Goddard warned that PMPs should steer clear of overpromising protection.

"Don't say 'I'll take care of those spiders,'" he said. "You can *reduce* the risk, but you can't *eliminate* the risk. On the service ticket, make sure there is verbiage saying your company is not responsible for bites and stings." After all, he added, what if you treat for mosquitoes, and the family goes to Grandma's house or the ball game and contracts West Nile virus?

Pivoting to medical pest issues such as lice and mites, Dr. Goddard warned the packed room full of Summit attendees to not take any action other than referring clients to a healthcare provider.

Dr. Goddard's final points referred once again to *Sanitary Entomology: The entomology of disease, hygiene and sanitation*. William Dwight Pierce wrote the book in 1921, and it was a major resource for Dr. Goddard when writing one of his own books, *Public Health Entomology*.

"Not much has changed since that book was written nearly 100 years ago," he said. "We need to protect people from flies and mosquitoes, and to that I would add ticks and other vectors." PMP

You can reach **GOOCH** at hgooch@northcoastmedianet.net or 330-321-9754.

PMP Growth Summit offers

This second annual event brought successful professionals together to learn from one another in a variety of ways. BY **HEATHER GOOCH** | Editor

Whether on the golf course, in the “speed dating-esque” arena with preferred supplier and distributor partners, at a roundtable, over a meal or even during a casual conversation in the *PMP Lounge*, *Pest Management Professional* magazine brought 39 pest management professionals (PMPs) together in Orlando, Fla., this February to network and learn.

On **Day 1**, after checking into their rooms and settling

in, attendees and partners were invited to attend a keynote presentation by *PMP* Hall of Famer Dr. Jerome Goddard on how pests and public health are intertwined (*see p. GS5 for more*). They then capped off the evening with a welcome reception.

Day 2 of the *PMP Growth Summit* got off to an early start, with a buffet-style breakfast and five roundtables, where attendees shared their advice and experience on social media, employee retention, customer retention, business growth and



profitable pests. Afterward, each attendee had his or her own schedule to follow for one-on-one meetings with vendor

The Reunion Resort boasts three Signature Design golf courses, and Growth Summit attendees played a round on the one designed by The King himself, Arnold Palmer.



networking, knowledge

partners, with time built in for breaks, video interviews and more discussions.

Attendees broke into two groups after lunch: The golfers enjoyed 18 holes on the Arnold Palmer course, whereas non-golfers headed out to enjoy a ride on an airboat (*see our "Photo Finish" this issue, p. 100*).

Each attendee and partner received a "goody bag" upon arrival, containing bottled water, snacks and more.

In the early evening, attendees and partners reunited to pose for the cover photo. The night then wrapped up with a barbecue dinner, including cornhole and other games and a musical performance by Just Twistin' Hay.

Day 3 of the *PMP Growth Summit* once again began with breakfast, then attendees prepared for a full morning of meetings and networking



before heading home. To see additional photos from our past two events and more, visit PMPGrowthSummit.com. PMP

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The opening night reception allowed everyone to eat, drink, mingle and get acquainted.



Day 2's formal roundtables focused on recruiting and retaining employees; recruiting and retaining customers; business tips and tactics; optimizing social media; and technical pest tips.



PMP Growth Summit

Building Relationships & Revenue

The *PMP Lounge* served as a gathering place for attendees who needed a stopover between partner meetings, wanted a relatively quiet place for a snack and beverage, and/or wanted to continue conversations begun during the formal roundtable segment of the event.



PMP Account Manager Mike Joyce stands with the Reunion Resort's Gina Radice in front of the official PMP Growth Summit Beverage Cart, sponsored by Control Solutions Inc.



One-on-one meetings were scheduled so partners and attendees could learn from one another about what individual attendees need to grow their business.



The second night's barbecue dinner, catered by the popular and locally owned 4Rivers Smokehouse, has become something of a Growth Summit tradition.



QUOTABLE

"The job has been elevated from an exterminator to a pest management professional who can make a higher amount of money... Professionalism in our industry has increased; we try to follow that lead in our hiring."

— CHRIS CAVANAGH, ACE, PETRI'S PEST CONTROL SERVICES

"To attract good people, we're going to have to continue to improve our professional image. We're going to have to [offer] more flextime for some of the younger workers coming on... We need to take some of their personal time into account and make work schedules a little more flexible for them."

— DOUG FOSTER, BURT'S TERMITE & PEST CONTROL

"Our wages are where they need to be; we pay well in this industry. But I don't think we do a good job of expressing that and showing people what they can earn."

— KEITH RUEBELING, LARUE PEST MANAGEMENT

"There are the seasoned professionals who have years of experience; [PMPs] want to attract them to their businesses. They also have to look at brand new employees and what their needs are. There's not a one-size-fits-all solution."

— BETH SPENCER, ENVIRONMENTAL PEST SERVICE

PHOTOS: LOU FERRARO, MARTY WHITFORD & DIANE SOFRANEC