

PMP Pest Management PROFESSIONAL



NEXT-LEVEL NETWORKING

Fourth annual *PMP* Growth Summit builds knowledge, relationships and revenue



The outfit color coordination among this year's group was both outstanding and unintentional.

NEXT-LEVEL NETWORKING

Fourth annual *PMP* Growth Summit helps build knowledge, relationships and revenue *By PMP Staff*

While the COVID-19 virus was on the minds of attendees, partners and staff during the 2020 *Pest Management Professional (PMP)* Growth Summit event, which took place March 4-6, everyone felt lucky to participate before virus containment procedures kicked in nationwide.

The fourth annual event, which was once again held at the Reunion Resort, Kissimmee, Fla.,

brought together 36 attendees representing 31 companies. In a series of 20-minute scheduled, one-on-one meetings, they met with 13 industry supplier partners. There were plenty of other networking opportunities, too, with the Wednesday night poolside reception and the Thursday afternoon golf scramble (see GS5) and annual barbecue dinner.

The event kicked off on Wednesday afternoon with a series

of boardroom presentations by the partners (see p. 34 for details). Bright and early Thursday morning, attendees and partners had the chance to share both questions and insights at breakfast roundtables. Topics included “Secrets to Hiring & Retaining Employees”; “Leveraging Social Media for Your Business”; “Customer Retention, Repeat Business & Referrals”; “Big 5 Pests”; “Streamlined Business Tips”; and “Obstacles

& Opportunities.” Breakfast roundtables were held Friday morning too, before the scheduled meetings, so everyone had a chance to sit at a different table — or return for more at the same table, if they preferred.

In future issues, be sure to check out the monthly “*PMP Growth Summit Sound Bites*” page, which will feature nuggets of useful information gleaned from roundtable discussions, participant videos, hallway chats and more. If your 2020 revenue is projected to be \$1 million or more, you may qualify for participation in our 2021 *PMP Growth Summit*. Learn more and apply online today at PMPGrowthSummit.net. PMP



The main tower of the Reunion Resort served as home base for the event.



Every partner and attendee's folder with custom schedule and more awaited their arrival, along with *PMP* drawstring bags full of bottled water, granola bars and other goodies.



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PMP
Marketing
and Event
Director
Michelle
Mitchell
greets a
participant.





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PARTNERS HAVE THEIR SAY

The fourth annual *PMP* Growth Summit kicked off with supplier partners presenting an overview of their products and services

By *PMP* Staff

The primary purpose of *Pest Management Professional's* (*PMP's*) Growth Summit is to bring together supplier partners and company owners in one-on-one meetings, where they can tailor their conversations to specific needs. It's a departure from the typical trade show atmosphere, where partners need to take care of a volume of interested customers, and company owners as a result might not be able to get their immediate questions answered.

The mix of partners and

attendees each year is designed to expose new companies to new opportunities, as well as offer those with existing supplier relationships the chance to revisit where they are with having their needs met, find out what's new, and strengthen their working relationships.

The boardroom presentations were our first order of business at the Growth Summit, to give an overall "elevator pitch" from each partner

PMP Publisher and Editorial Director Marty Whitford emceed the presentations given by partner companies.



PHOTO: PMP STAFF



The boardroom was filled to capacity. Here, Zoëcon's Tony Schultz does his presentation.

so attendees were better informed when they attended their individual meetings, and could jump right into what their specific needs were.

With the exception of Kness Manufacturing, maker of KritterSense and other products, whose representative's plane arrival unfortunately did not allow participation, here's just a glimpse of what each partner presented:

Bird Barrier America: Technical Specialist Ray Olschewski, ACE, broke out into a rap about the products his Carson, Calif.-based manufacture. (*Editor's Note: Visit PMP's YouTube channel to hear a recreation of his masterpiece.*)

ConidioTec: During his presentation, CEO Don McCandless played a short video that explained how Aprehend, a fungal biopesticide containing "millions of tiny spores," works to control bed bug populations.

Control Solutions Inc. (CSI): Marketing Director Ty Ferraro showed attendees the state-of-the-art manufacturing facilities at CSI's Pasadena, Texas, headquarters, noting its various training offerings and new products for insect control.

J.T. Eaton: Pro Division Sales Manager Joe Smith outlined how

the 88-year-old, family-owned manufacturer, based in Twinsburg, Ohio, creates many of its rodent control and other product innovations based on customer need and feedback.

LabelSDS.com: President and CEO Chip Hughes entered to the theme of the "Shark Tank" TV show, part of a theme for the company's branding throughout the event. The former PMP explained how his customizable label and safety data sheet database solution helps companies.

Lytix: Regional Sales Manager Nicholas Freeman explained how Lytx's award-winning video telematics and analytics offerings can reduce insurance costs, improve driver behavior and increase safety.

Neogen: National Sales Manager Casey Prewitt explained how his Lansing, Mich.-based manufacturing company offers food and animal safety products in addition to several products specifically for PMPs.

Nisus Corp.: Territory Manager Charlene Mertz came bearing gifts — Stellar golf shoe bags and Nisus logo golf towels. She also noted the availability of empty Niban Comfort Grip service containers for PMPs to refill with Niban for use in the field.

PelGar International: Americas Business Manager Andrej Branc gave an overview of his company's history, its current facilities — including a "rat farm" in the UK — and its research-focused future on a global level.

PestRoutes and Lobster Marketing: PestRoutes VP Chase Kincaid and Key Account Manager Mark Stewart, along with Lobster Marketing Account Executive Ryan Drury, explained how their companies' "marriage" helps PMPs not only with billing, routing and scheduling, but using customer data to integrate marketing strategies.

Slingshot: Chris Huntsman described how the company he co-founded "about six years ago in my bedroom" took more than 1 million calls and did more than \$50 million in residential sales last year, thanks to its 24/7 sales and lead capture, live webchat, emergency dispatch service and more.

Zoëcon Professional Products: Florida Sales Manager Bill Barrs and Business Manager Tony Schultz noted the company's history in developing insect growth regulators (IGRs), and its current offerings of IGRs and other insect control solutions. PMP

SCORE!

PMP Growth Summit golf outing was aces for networking, recreation

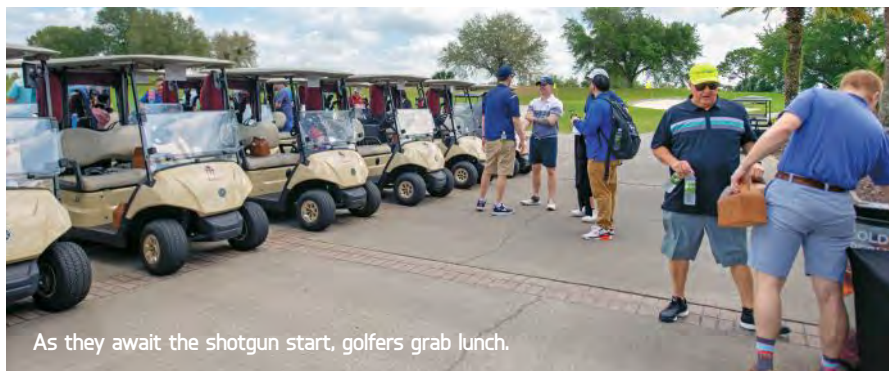
By Heather Gooch | PMP Editor

A golf scramble tournament was a welcome respite of “fun in the sun” to break up the schedule of networking and one-on-one meetings during the fourth annual *Pest Management Professional (PMP) Growth Summit*. The event took place March 5 on the Arnold Palmer Course at the Reunion Resort, Kissimmee, Fla. The signature, par 72 course features elevation changes of up to 50 feet in some places, to give seasoned golfers a challenge and new golfers a fun experience. With record-breaking high temperatures just the day before, golfers were slightly nervous — but the weather was near-perfect for an afternoon on the links.

Non-golfing attendees, partners and staffers gathered for lunch at the Reunion’s Clubhouse restaurant, and then took advantage of their free time. But after the outing, everyone reunited for a delicious barbecue poolside, catered — as is now a *PMP Growth Summit* tradition — by local favorite 4 Rivers Smokehouse. Scramble winners were recognized with gift cards to the Reunion’s golf shop. PMP

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

Golfers get in a few practice swings before the event.



As they await the shotgun start, golfers grab lunch.

Two beverage carts were sponsored by Control Solutions Inc. (CSI), Pasadena, Texas.



With a score of 63, the golf scramble first-place foursome consisted of, from left, Tom Algeo, CSI; Bill Cowley, Cowley’s Pest Services; Jerry Smith, Dial Pest Control; and Ty Ferraro, CSI.



Left: Closest to the pin — within 4 feet, 9 inches — was Jason Billman, Lytx.

Right: As *PMP* Publisher and Editorial Director Marty Whitford quipped when presenting the award at the barbecue, “Our longest drive award goes to the gentleman with the longest flight: 17 hours from Nairobi, Kenya”: Jacob Chacha, Termipest Ltd.

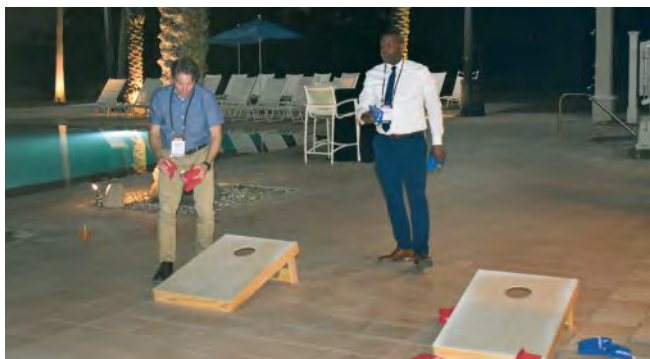


The golf scramble second-place foursome consisted of, from left, the father-and-son duo of Howard and Conner Bright, Anti-Pesto Bug Killers; Ray Olschewski, ACE, Bird Barrier; and *PMP* parent company North Coast Media President Kevin Stoltman.



The Wednesday night reception was a place to unwind and catch up with one another.

A PMP Growth Summit tournament has become something of a tradition at the evening receptions.



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PHOTOS: PMP STAFF

2020 GROWTH SUMMIT: PMP ATTENDEES



BRUCE ROBERTS
President
A-1 Termite and Pest
Lenoir, N.C.



JARROD HORTON
CEO
Anti-Pest
Shreveport, La.



STEWART LENNER
President
Arrow Pest Control
Morganville, N.J.



JAIRO ARGUEDAS
*Director of Training/
Production/Quality
Advanced Services
for Pest Control*
Augusta, Ga.



MICHELE HORTON
Co-owner
Anti-Pest
Shreveport, La.



JOHN BOZARJIAN
Co-owner
B&B Pest Control
Lynn, Mass.



BO THOMAS
VP
Advanced Services
for Pest Control
Augusta, Ga.



HOWARD BRIGHT
President
Anti-Pesto Bug Killers
Largo, Fla.



MICHAEL BRODER
President
BHB Pest Control
New York, N.Y.



ANDREA MOOBERRY
CFO
American Pest Control
Hanna City, Ill.



CONNER BRIGHT
Director of Technology
Anti-Pesto Bug Killers
Largo, Fla.



BRIAN GOLDMAN
CEO
Big Blue Bug
Providence, R.I.

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PMP Digital Editor Danielle Pesta shot video of supplier partners and attendees throughout the event. Here, she interviews Michele and Jarrod Horton of Anti-Pest. We'll continue to post **PMP** Growth Summit videos on our YouTube channel in the coming weeks.



Over a buffet-style breakfast both Thursday and Friday mornings, roundtable participants shared concerns and solutions on a variety of industry topics.

2020 GROWTH SUMMIT: PMP ATTENDEES

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BILL COWLEY
Co-owner
Cowley's Pest Services
Farmingdale, N.J.



MIKE CREWS
General Manager
Larue Pest Management
Fort Myers, Fla.



JENNINGS COOKSEY
General Counsel and Director
of Business Development
McCall Service
Jacksonville, Fla.



JERRY SMITH
CEO
Dial Pest Control
Roseland, N.J.



IAN ROBINSON
VP
Massey Services
Orlando, Fla.



BOB WILLIAMSON
General Manager
Moyer Indoor | Outdoor
Souderton, Pa.



DAN ESPINAL
Residential Service Department Manager and Director of Information and Technology
Horizon Pest Control
Midland Park, N.J.



JACK NEUHAUS
Business Development
Massey Services
Orlando, Fla.



WINSTON SCOTT
General Manager
My Pest Pros
Fairfax, Va.



BRAD THORSTENSEN
President
Interstate Pest
Kelso, Wash.



BRYAN COOKSEY
President and CEO
McCall Service
Jacksonville, Fla.



MARCO METZGER
Director of Operations
Native Pest Management
West Palm Beach, Fla.



The Reunion Resort's lobby served as a de facto "bullpen" for attendees who were between meetings and wanted to network with their colleagues with a cup of coffee and a snack.



Local entertainer Vic Hill provided delightful background music for the Thursday night barbecue with his versatile singing voice and acoustic guitar.



Chip Hughes, right, co-owns LabelSDS.com with his wife, Debbie. The pair went all in on branding their meeting room suite with a "Be a Business Shark" theme, replete with Debbie's delicious "shark bait" snack mix, shark beverage cozies and the sharkhead cutout that the game Jerry Smith, Dial Pest Control, is pictured using.

PHOTOS: PMP STAFF



PAUL SUGRUE

*Technical and Quality Control
Director
Nozzle Nolen
West Palm Beach, Fla.*



ROSS GALLUP

*Senior Director,
Product Distribution
ServiceMaster
Memphis, Tenn.*



JACOB CHACHA

*Technical Director
Termipest Ltd
Nairobi, Kenya*



JIMMY ARNOLD

*President
Peachtree Pest Control
Brunswick, Ga.*



ELLIOT ZACE

*General Manager
Slug-A-Bug
Melbourne, Fla.*



BRIAN OLSON

*President and CEO
The Bugman
Anaheim, Calif.*



DESIREE STRAUBINGER, BCE

*Market Technical Director
Rentokil Steritech
Wyomissing, Pa.*



DAN BALDWIN, BCE

*Director of Technical, Training
and Regulatory Services
Terminix Commercial
Memphis, Tenn.*



BERNARD BUTTONE, ACE

*COO
Triangle Pest Control
Holly Springs, N.C.*



JUDY BLACK, BCE

*VP of Quality Assurance
and Technical Service
Rollins
Atlanta, Ga.*



KEVIN HATHORNE, BCE

*Technical Director
Terminix Service
Columbia, S.C.*



PETE STEINMETZ

*VP of Operations
Turner Pest Control
Jacksonville, Fla.*