



2022 PMP HALL OF FAME

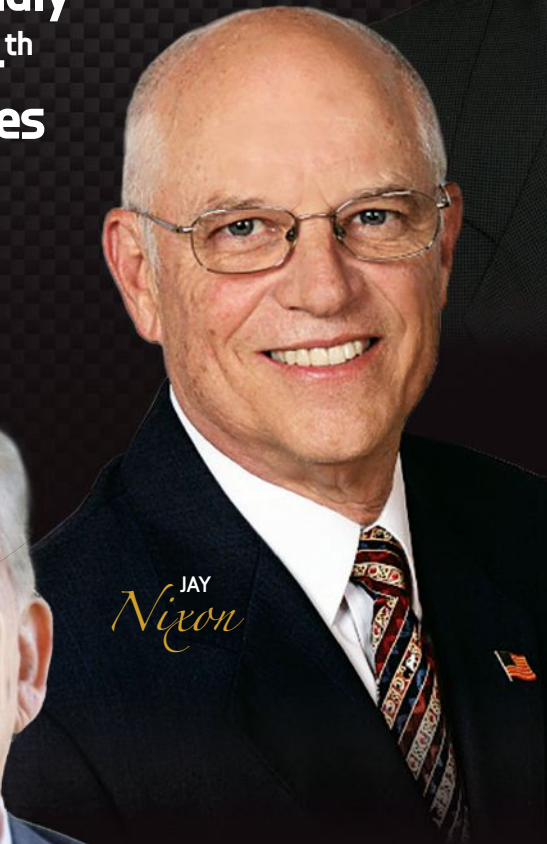
After a two-year hiatus because of the COVID-19 pandemic, *Pest Management Professional* proudly presents its 24th class of inductees

By PMP Staff

STEVE
Levy



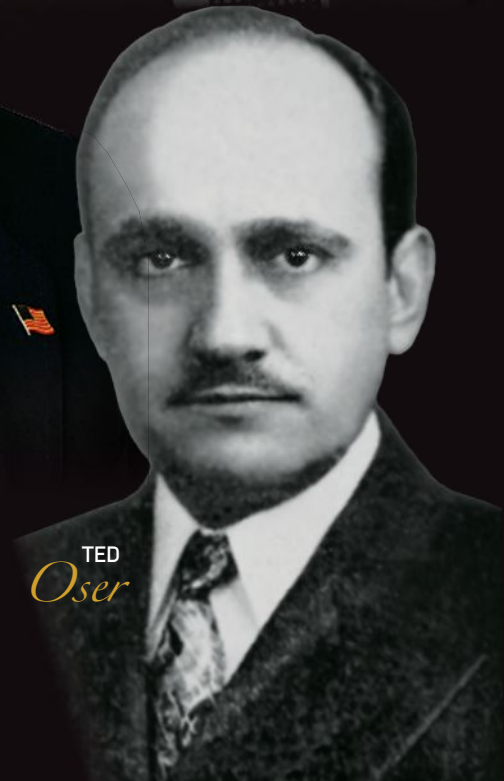
JAY
Nixon



RICHARD
Deering



TED
Oser



Founded in 1996, the *Pest Management Professional (PMP)* Hall of Fame has had a proud tradition of shining a spotlight on industry pioneers. From the first class of inductees in 1997 to the current Class of 2022, these men and women have helped shape the professionalism of the industry. Whether it was through education, marketing, technology, advocacy, or a combination thereof, we would not be where we are today without their contributions.

This year's class exemplifies this concept, as you'll see in their

profiles on the following pages. The *PMP* staff will induct the class in Boston, Mass., on Oct. 10, the evening before the National Pest Management Association (NPMA) begins its PestWorld 2022 event. The dinner and induction ceremony are once again a black-tie event, but for the first time ever, tickets are available for anyone in the industry to purchase and attend. Learn more about the Class of 2022 inductees as well as members from previous years, purchase tickets, how to nominate someone for consideration for the next class, and more at pmphalloffame.net. *PMP*

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Dan Stout

1998 Bill Brehm
Bill Buettner
Charlie Hromada
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1999 Stanley Baker
Norm Cooper
Norm Ehmann
Otto Orkin

2000 J.J. Davis
Harry Katz
Rufus "Red" Tindol Jr.
Clayton "Bud" Wright

2001 Mel Edelstein
Tom Evans
Solomon Rose
Vern Walter

2002 Al Cossetta
Bob & Judy Dold
Dr. Austin Frishman
Dr. Lee Truman

2003 Dr. Walter Ebeling
Dr. Ralph Heal
Dr. Doug Mampe
Mark Weisburger

2004 Dr. Paul Müller
Dr. Phil Spear
Malcolm Stack
Blanton Whitmire

2005 Bob Jenkins Sr.
Paul Hardy
Jerry Mix
Harold "Hal" Stein Jr.

2006 Dr. Gary Bennett
Truly Wheatfield Nolen
Bill Spitz
Jim Steckel

2007 Roy Ashton
Arnold Mallis
Ada & Millard Oldham
Dr. Mike Rust

2008 Dr. Bobby Corrigan
Norm Goldenberg
Dr. Mark Lacey
Harvey Massey

2009 Al & Sandee Burger
Jacques Hess
Motokazu Hirao
Joe Thomas

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Allen James
Bob Kunst
Charles Pomerantz
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2011 Bill Blasingame Sr.
Julius C. Ehrlich
Dr. Roger Gold
Victor Hammel
Ed Scherzinger

2012 Dr. Jerome Goddard
George Hockenyos
Jim Nelson
Dr. Mike Potter
Gary W. Rollins

2013 Greg Baumann
Stoy Hedges
Vern McKinzie
Bob Rosenberg
Dr. T.E. Snyder
Dr. Claude Thomas

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Gene Harrington
Don Reiersen
Dempsey R. Sapp Sr.

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Noad Corley
Dr. Laurel Hansen
Dr. Phil Koehler

2016 Dr. Vernard Lewis
Dick Sameth
Vern Toblan
Larry Treleven

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

2018 Tom Fortson
Harvey Goldglantz
Dr. Cisse Spragins
Dr. Robert Snetsinger
Dr. Nan-Yao Su

2019 Lonnie Alonso
Orlando Alonso
Judy Black
Dr. Dini Miller
David Mueller

2022 Richard Deering
Steve Levy
Jay Nixon
Ted Oser



MORE ONLINE

A video biography on Deering will be available on PMP's YouTube channel after PestWorld 2022 in October.



Embracing technology

ServicePro founder Richard Deering developed software solutions that helped pest control companies work smarter By Diane Sofranec | PMP Senior Editor

Not all tech entrepreneurs find themselves in Silicon Valley. Sometimes, they build multi-million-dollar software companies from a farmhouse in Springfield, Ohio.

Nearly 40 years ago, Dick Deering founded ServicePro, a software company that makes it easy for pest management professionals (PMPs) to automate everyday tasks. Its headquarters were in Columbus, Ohio, about 50 miles west of where he has lived all his life.

"I live on the same farm in the same house I was born in," he says. "I would drive about 54 miles one way to the office for 36 years, five days a week and sometimes six."

Deering retired in December 2020. In January 2022, ServiceTitan acquired ServicePro, which is now part of FieldRoutes. Daughter Kim O'Connor and son Andy joined the company in the late 1990s; they currently serve as head of operations and general manager, respectively.

DEVELOPMENT STAGES

Deering did not set out to start a tech company. In the early 1970s, he owned a lawn care company that also offered pest control. Although the company started with three people, it grew rapidly. Before long, the company provided services in 14 cities to about 45,000 customers in various states. As he searched for a way to run his business more efficiently, the idea hit him to create a business reporting program.

"There was no good software for service industries in the early 1970s," Deering says. So, he developed the program that eventually became ServSuite using a mainframe operating system he continued to use through the early 1980s.

Technology advanced and mainframes gave way to Windows. "We were getting to be a sizable software company at that point," he says. "By the late 1980s, I was still in the service business pretty heavily, but a lot of people used my software."

Windows 95 transitioned to the early 2000s and web-based solutions. Little by little, the company started

developing a web-based program. When the economy took a hit in late 2007 through mid-2009, companies that needed to cut costs did away with their IT departments and turned to custom software or web-based programs to run their companies for a fraction of the cost, Deering recalls. Then came powerful mobile devices and the ability to work remotely. Deering was there for it all.

FAMILY INVOLVEMENT

His two children helped ServicePro achieve success, he says, noting Andy and Kim brought their own unique talents. "It was very much a family thing," he notes. "I don't program. I don't type. But I know what an owner needs."

Deering's common sense, his desire to "keep it simple, stupid (KISS)" and his experience in the service industry contributed to the company's success. He also credits his employees. "There were people who worked at software companies who came to work for us," he says. "They were good on a keyboard, but they didn't know a termite from an ant."

Even the software users themselves made a difference, as ServicePro held in-person user conferences that encouraged users to share with developers what they wanted in future versions of the software.

Deering has become close friends with a lot of company owners in the industry. "I put that mainframe operating system together in 1970 and started to give it to some of my friends in the late 1970s, and some of those people are still my customers," he notes. "I helped them and they helped me."

Nowadays, Deering spends his days "putzing around on the farm" where he grows sweet corn.

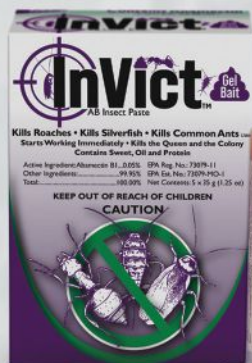
"I have 10 grandkids and one great-grandchild," he says. "I like to bring them to the farm, get them good and dirty and send them home." PMP

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MORE ONLINE

A video biography on Levy will be available on *PMP*'s YouTube channel after PestWorld 2022 in October.



A head for business, a heart of compassion

Bell Labs CEO Steve Levy has spent much of his career not only growing a company, but helping it give back to the world By Heather Gooch | *PMP* Editor-in-Chief

If you had told University of California Los Angeles (UCLA) student Steve Levy that he'd one day end up in a hall of fame devoted to professional pest management, he might at first have thought you were crazy. That is, if you could get his attention from his double major of economics and psychology.

Perhaps Levy would give more thought to it, though, and realize a career in pest control makes sense. He has long been drawn to both business issues and behavioral ones. After earning his master of business administration degree from the University of North Carolina – Chapel Hill, he landed in product management. Throughout his career, he had a hand in branding everything from Mighty Dog pet food to Flintstone vitamins.

A MOVE TO PEST CONTROL

By 2000, Levy was looking for a position that would let him make full use of his leadership talents. A recruiter put him in touch with *Pest Management Professional* Hall of Famer Malcolm Stack (Class of 2004), the late founder of rodent control manufacturer Bell Laboratories, and the pair hit it off immediately.

"I was taken by how nice and respectful everyone in pest control is, even competitors," Levy adds. "I knew right away this is where I wanted to spend the rest of my career."

Stack hired Levy as general manager in 2000, and named him CEO in 2002. Since then, Levy has grown the firm from 150 employees to more than 550; built 600,000 square feet of shipping and manufacturing facilities, and built a new corporate office in 2019. Levy constantly reinvests profits into research and development as well as the facilities, ensuring the business grows stronger each year.

Within the expansive manufacturing facility exists tremendous amounts of automation. But employees are still vital: During the pandemic, Levy and other Bell leadership worked in the factory to ensure products shipped on time.

The interpersonal side of business is never far from Levy's mind. He has taken leadership roles for organizations such as the United Producers, Formulators and Distributors Association (UPFDA) as well as in industry regulatory issues.

AN ENVIRONMENTAL FOCUS

Levy's leadership also is evident through Bell Labs' restoration efforts of natural habitats on more than 100 islands worldwide. Among those endeavors is the Galápagos Islands, for which Bell Labs developed a bait to eradicate invasive rats. As a result, a giant tortoise was born live on the island for the first time in 150 years.

"Scientists used to take the eggs away to incubate, to keep the rats away," Levy explains. "These efforts make Bell employees and customers feel good, knowing the products they make or purchase support conservation projects around the world."

Beyond the island projects, Levy has guided Bell to be an industry leader in environmental stewardship. With most of its products produced in the U.S., all of its bait stations are made with 100 percent recycled materials. All wooden shipping pallets are recycled, and its corrugated master boxes feature 40 percent recycled content. Even the company's newest product line, iQ Products Powered by Bell Sensing Technologies, was designed with the environment and the technician in mind: Greater efficiency and less fuel costs, paired with more accuracy, lead to more customer and employee satisfaction.

"I'm proud of the stewardship we have in the industry," Levy concludes. *PMP*

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A video biography on Nixon will be available on PMP's YouTube channel after PestWorld 2022 in October.



Troubleshooting and training

American Pest's Jay Nixon continues to give back to the pest management industry every day By Heather Gooch | PMP Editor-in-Chief

Jay Nixon, BCE, was born and raised in a small town in New Jersey. He loved the outdoors and was fascinated by snakes — so much so that when he went to college, he majored in biology.

“But there are only so many zoos that need snake specialists,” Nixon laments. Before he could launch his career after graduation, the Vietnam draft came calling. He trained as an Army medic, but spent a lot of time stateside at the Walter Reed Army Medical Center. Still, toward the end of his Army stint (1969-1971), he spent several months testing anti-venom formulations for Southeast Asian snakes to help soldiers in the field. He decided to then go to graduate school at the University of Maryland, and — thanks to some encouragement from a friend — Nixon earned a master's degree in entomology in 1973.

INDUSTRY MENTORS

Nixon points to many mentors for his career, from the university's Dr. Gene Wood, who steered him to his first industry post with a real estate inspection company, to fellow *Pest Management Professional* Hall of Fame Member Dr. John Osmun (Class of 1997).

“Dr. Wood started Maryland's Interstate Pest Management Conference, which still goes on today,” he says. He also counts then National Pest Control Association (NPCA, now Management or NPMA) Past Presidents Judd Pestana and Bob Jenkins Sr. among his mentors, because the two of them each took him under their wing to show him the inner workings of association operations. Pestana and Jenkins also welcomed Nixon and American Pest to the Associated Group, of which Nixon is a past president.

Nixon recalls fondly how, as an NPCA educational committee member (and later chair), he was teamed with Dr. Osmun, McCloud Service's Pat Hottel, Plunkett's John O'Reilly and other committee members to create training slides and materials for technicians seeking continuing education. “Our work formed the core of the NPCA's training program until it was updated with videos in the late 1980s,” he says.

He also was the 1993-94 president of the NPCA. “One accomplishment I can claim there is the start of joint state membership,” he says. “It was my personal goal as I moved up the ranks from treasurer to secretary to vice president to president.

“I felt that it just didn't make sense to have all these unrelated state organizations around, when we could all be united as chapters in the national association and more easily have our voice be heard.” During his tenure, Nixon convinced Maryland, Delaware and South Carolina to become joint-state associations.

COMPANY OWNER

In 1982, Nixon joined the American Disinfectant Co. as technical director. A few months later, in 1983, he and Bob Byrne, Bill Roll and Bob Wells pooled their funds to purchase the company from the widow of company founder Paul Cissel. “I was the youngest of our group by 11 years,” Nixon recalls, “and I learned so much from them.” The older three partners retired one by one, and Nixon became the full owner of what became American Pest Management (that he helped to rename in 1984) in 1997.

While today, Nixon is considered semi-retired from Fulton, Md.-based American Pest, an Anticimex company, he is hardly resting on his laurels. Nixon travels frequently as the contract entomologist for the U.S. Department of State.

And yes, there's still his love for snakes. “It's just a hobby these days,” Nixon admits. “But they still fascinate me.” PMP

“I felt that it just didn't make sense to have all these unrelated state organizations around, when we could all be united as chapters in the national association and more easily have our voice be heard.”

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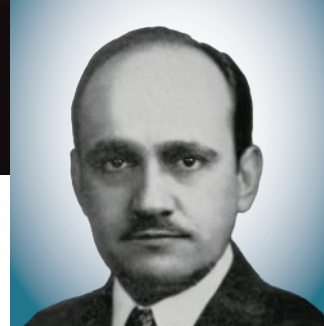


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A video biography on Oser will be available on *PMP*'s YouTube channel after PestWorld 2022 in October.



Pushing for professionalism

Ted Oser was more than Otto Orkin's nephew, he was a trailblazer

By Heather Gooch | *PMP* Editor-in-Chief

Every year, *Pest Management Professional* (*PMP*) honors a posthumous candidate as a way of keeping the past alive for the industry. While Theodore Oser (1904-1986) is hardly a household name today, in the 1940s he seemed to be a beloved figure among pest management professionals (PMPs).

Just as the industry heaved a sigh of relief over being considered “essential” during the COVID-19 pandemic, Oser and fellow *PMP* Hall of Famer Bill Buettner (Class of 1998) worked tirelessly to get it considered “essential” in the 1940s, at the height of World War II. This meant that in an era when gasoline, sugar and many other things we take for granted were being rationed, and men of all stripes were being drafted into war, the pest control industry was granted immunity from such things. Only the pest control and the mortuary industries had such status.

ASSOCIATION ACTIVITIES

Through his mother, Bertha, Oser was the nephew of fellow *PMP* Hall of Famer Otto Orkin (Class of 1999), the powerhouse behind Atlanta, Ga.-based Orkin Pest Control. Oser was born and raised in eastern Pennsylvania, but at age 12 was sent to work at Uncle Otto's pest control company, which was then based in Richmond, Va. In addition to being active in the National Pest Control Association (NPCA), the name of the National Pest Management Association (NPMA) at the time, Oser rose in the ranks to become VP of what was then known as Orkin Exterminating.

In October 1944, during the annual conference in Chicago, Ill., he was elected president of the NPCA, which *The Times of Shreveport, La.*, characterized at the time as having “an international membership of over 600.” He holds the distinction of being the first NPCA president to be re-elected; he served in 1944-45 and 1945-46.

ESTABLISHING A SYSTEM

Oser did whatever he could to ensure revenue growth for Orkin Exterminating. Per *The Ratcatcher's Child*, the seminal book of industry history written by fellow *PMP*

Hall of Famer Dr. Robert Snetsinger (Class of 2018), “In 1925, Orkin was recommended by a former Richmondite to bid on a government rat control contract at Mussel Shoals, Ala., where the U.S. Army Corps of Engineers were constructing Wilson Dam. Otto and Ted Oser visited the site, got the contract for \$380 a month, and on the return trip, stopped in Atlanta, Ga. They found no exterminators listed in the Atlanta City Directory and decided to open an office there.”

In 1939, Oser relocated from Richmond to Atlanta and took over general operations for his uncle. Orkin was opening branch offices across the southeastern U.S., but each was operating as its own company. Otto Orkin wanted to bring some cohesion to all the offices and create the “Orkin System.” As a result,

Oser spent the next decade traveling to the branch locations, consolidating management and centralizing Orkin's billing process for national accounts.

Not much is known about Oser's career after his NPCA presidency, aside from him ensuring that Buettner went from being a volunteer for the association to a paid full-time secretary, the equivalent of an executive director today. The Rollins family purchased Orkin in 1964, and the majority of the Orkin family left the pest control business. Some longtime PMPs today recall seeing Oser and his brother Morris at conferences in the 1960s and 1970s.

His brief obituary in a 1986 issue of *Pest Control* magazine, *PMP*'s legacy name, mentions he owned a waterproofing company in Atlanta at the time of his death. He left behind a wife, a son, a daughter and three grandchildren. We salute Oser today for his contributions to Orkin Pest Control, the NPMA, and the industry at large. *PMP*

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