



PROMOTING AND PROTECTING THE INDUSTRY SINCE 1997

Celebrating Two Decades of Industry Advocacy  
**1997-2017**

# A Look Back...and a Look Ahead

**T**his year marks an incredible milestone for the Professional Pest Management Alliance (PPMA) as we celebrate 20 years as an organization. When I reflect on how far we have come in fulfilling our mandate to promote, protect, defend and grow our great industry, I am truly overcome with pride and joy.

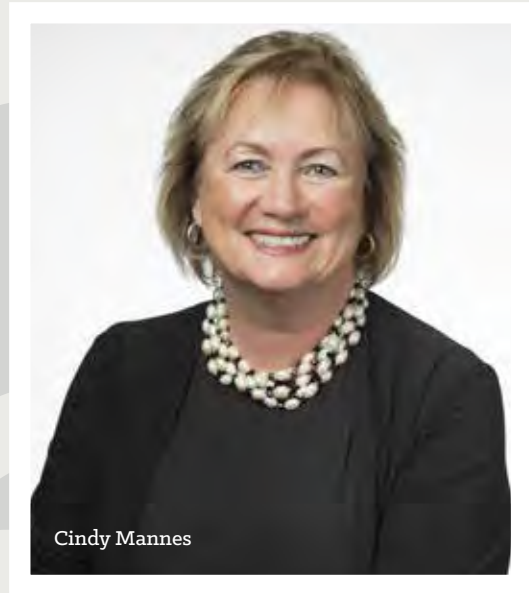
It was nearly 7,300 days ago that a few key industry leaders decided the time had come to invest in an awareness council that would change the narrative and strengthen the reputation of professional pest control. Since then, we have worked tirelessly to saturate the public with positive messages about the wonderful work pest professionals do each and every day as protectors of public health and property.

We served as a leading voice during the bed bug crisis in 2002 and the resurgence in 2010; the West Nile virus outbreak in 2012; the Zika virus global health concern in 2016; and the unprecedented tick boom earlier this year. We produced and distributed dozens of broadcast public service announcements that have secured hundreds of thousands of airings. We partnered with legendary home improvement expert

Bob Vila for four satellite media tours, talking about the value of partnering with a pest control professional. We executed multiple online advertising campaigns and have placed digital display ads in highly trafficked airports across the country. We launched Facebook, Twitter, Pinterest and YouTube pages that we still maintain today. We built our consumer educational website into a go-to resource for millions of people looking for pest control advice and direct them to NPMA member companies.

These comprehensive marketing programs would not have been possible without the leadership and generous financial support of our PPMA Board of Directors, Executive Committee, and the more than 300 Guardian and Contributor companies who fund 100 percent of our initiatives. They are the driving force behind all that we do to educate the public on the importance and value of working with a licensed pest control professional, and to them I say thank you for believing in our mission and supporting us.

I would be remiss if I didn't take a moment to offer our heartfelt gratitude to Tommy Fortson for his outstanding leadership of PPMA as Chairman of the



Cindy Mannes

Board for the past 15 years. It's been an incredible honor to work alongside Tommy for much of his tenure with PPMA, and I admire his unwavering commitment to growing this industry.

As a leader, I believe there are two things you need to accomplish to be successful. The first is to leave the organization better than when you found it. The second is to leave people in place who are equipped to carry on your mission. Tommy has undoubtedly done both, and the PPMA Board of Directors will carry his torch and will honor his legacy.

Looking ahead, I am excited for the future of PPMA under the strong

leadership of Bobby Jenkins as the incoming Chairman, the Executive Committee and the entire Board. Together, along with a little more than 300 companies, we have helped the industry grow tremendously. And, we do so for the benefit of all, beyond just supporting those who invest in our mission, which we will continue to do on a daily basis for years to come. It is our hope that 20 years from now, we will have thousands of companies who choose to invest in their industry — to invest in their livelihood. 🌟

**Cindy Mannes**  
Executive Director, Professional  
Pest Management Alliance



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...are the ones you don't get to see.



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### Celebrating 20 years of PPMA

What you do is about more than controlling pests. You're passionate about protecting the kitchens where chefs prepare award-winning recipes. We're with you. That's why we back our customers with the full scope of our global scientific development, technical expertise, business-building tools, education and industry advocacy. Make the best moments in life that much better.

# Spreading the Word

How exactly is PPMA helping grow the professional market? Here's a quick review of some recent accomplishments — and how they affect your business.



It was 20 years ago, at a time when there was a lot of turmoil about pest control products and services, that a few key industry leaders established a group to shape the public's perception of professional pest control and proactively tell a different story — one of positivity. That group, the Professional Pest Management Alliance (PPMA), which serves as the consumer education, outreach and marketing arm of the National Pest Management Association (NPMA), was born in 1997 to grow, protect, defend and promote the industry to consumers nationwide.

While times have changed since then, so have the strong and forward-thinking programs that PPMA develops to meet these important objectives.

Today, the Professional Pest Management Alliance implements various media relations, advertising, social media and digital

communications tactics that increase awareness about the role that professional pest control plays in protecting public health and property, and encourages consumers to contact a licensed pest control professional for their homes and businesses.

**MEDIA RELATIONS.** At the core of all initiatives, PPMA serves as the unified voice of the professional pest control industry, changing the narrative and saturating the public with positive messages about what we do every day to protect their families, businesses and properties. Despite the changing media landscape, PPMA has successfully gained exposure for the industry over the years with national and local print, TV, radio and online media coverage that drives home the value of professional pest control services in maintaining the quality of life we enjoy in America.

Spring of 2017 was especially fruitful for PPMA's consumer media relations program, due in large part to the interest surrounding the group's proprietary Bug Barometer, a semi-annual forecast indicating what Americans can expect from pest populations throughout the coming seasons. The Bug Barometer is the result of comprehensive research conducted by PPMA team members and NPMA entomologists to determine the pest pressure index that each region will experience during the four seasons.

The 2017 Spring/Summer Bug Barometer predicted an increase in mosquito and tick populations as a result of the warmer winter weather, which provided PPMA an opportunity to further position pest control professionals as protectors of public health. Key online media outlets, including PopSci.com and FoxNews.com, covered the Bug Barometer, and infamous radio show host Howard Stern even talked about it on-air.



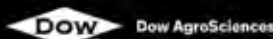
A sampling of the media placements PPMA achieved in 2016.



# THE SENTRICON® SYSTEM PROUDLY SALUTES PPMA ON 20 YEARS OF INDUSTRY EXCELLENCE, EDUCATION AND SERVICE.



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## FoodSafety magazine

Clockwise from left: A scene from the PPMA 2016 Public Service Announcement titled “Pests Without Borders”; PPMA has focused on having articles published in commercial-related publications, such as Food Safety magazine; a 2015 airport ad warns travelers about bed bugs; well-known home improvement expert Bob Vila being interviewed during a satellite media tour in 2016.



Another effective tactic PPMA has incorporated into its consumer media relations program is a satellite media tour (SMT) with a celebrity influencer during National Pest Management Month. In April, PPMA completed its fourth SMT with home improvement expert Bob Vila. He delivered 33 back-to-back TV, internet and radio interviews, sharing spring pest-proofing tips and speaking about the importance of partnering with a pest control professional to prevent, control and remove infestations.

On the commercial media relations front, PPMA has placed nearly 20 bylined articles and editorial content in commercial publications this year. Topics range from covering the new NPMA standards for food-processing and -handling facilities, to preparing for springtime pests and discussing the value of partnering with a professional pest control firm. These and other subjects were covered in Quality Assurance & Food Safety maga-

zine, Food Manufacturing magazine, Buildings magazine, Governing.com and more.

**PUBLIC SERVICE ANNOUNCEMENTS.** For more than 15 years, PPMA has worked to amass an impressive library of broadcast Public Service Announcements (PSAs), producing and distributing more than 20 high-quality spots in a variety of TV and radio formats. The most recent creative concept produced in 2017, “Symptoms,” spreads awareness about the direct link between common medical symptoms and illnesses transmitted by pests. The TV PSA featured sound bites of different symptoms that are later connected to specific pests that pose a health concern to the American

public, including bed bugs, cockroaches, ticks and mosquitoes.

“Symptoms” was distributed across the country in mid-summer and has seen strong support with more than 1,000 airings from local stations and national broadcast networks, such as Fox News Network, Fox Business Network, Grit and Revolt TV.

PPMA also issued its second Out-Of-Home print PSA campaign with compelling creative appearing in a handful of select markets across the country via public transit cards and kiosk stations in promenades and malls.

**CONSUMER RESEARCH.** The modern-day buyer’s journey is different from what it was in 1997. Consumers are more educated, empowered, savvy and connected than ever before. As such, PPMA regularly conducts consumer research to better understand the opinions, perceptions and buying habits of U.S. homeowners. The data is used as a source of information for marketing efforts and is shared exclusively with PPMA investors.

In 2015, PPMA administered consumer focus groups to learn more about the factors that may play a role in purchasing pest control services. These factors included gender, location, cost and type of pest problem. PPMA conducted new focus groups in July/August 2017 to gather qualitative data specific to millennials and baby boomers. To supplement the focus groups, PPMA also fielded a broader quantitative survey in September 2017. Stay tuned to learn more about the results.

A more extensive, guerrilla-style research project on rodents also is underway in partnership with the Pest Management

## PPMA & Generational Marketing

Since marketing today is no longer one size fits all, PPMA is honing in on generational audiences with spending power — the matures, baby boomers, Generation X and millennials. All of these groups have their own preferred methods of communication and ways in which they consume/share information, and PPMA programs speak directly to each audience.



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Foundation and researchers with Fordham University in New York. The team is gathering information about rat biology in regard to scent detection, social behaviors, habits, movements and more by capturing, chipping and monitoring rat specimens in New York. The collected data will help convey the important message that rodents pose a public health risk and will give a “rat’s eye view” of rodent infestations that the public has never seen before.

**CONSUMER ADVERTISING.** PPMA runs a year-round Facebook advertising campaign that works to drive traffic to PestWorld.org and the ZIP Code Locator via a clicks cam-

having a digital footprint is of the utmost importance.

PPMA has developed its educational consumer website, PestWorld.org, into a go-to resource for information on pests, rodents and professional pest control. The group manages the content on a daily basis and is nimble in adding relevant, new content when news happens. PestWorld.org last underwent a significant redesign in 2016 to seamlessly translate across all devices and provide users with a more local and personalized experience. Users are now served up content that is relevant to them, seeing active pests in their area and additional information based on their geographical



PestWorld.org was redesigned last year and now provides users with a more local and personalized experience.

updated daily with fun, informative and engaging content. New this year, PPMA hosted a series of successful Facebook Live Chats on termites, bed bugs, ticks, rodents and stinging insects that garnered more than 20,000 collective views. This tactic is a quick and effective way to discuss timely topics with an engaged audience and plug the importance of working with a licensed pest control professional.

PPMA also executed two “Can You Find It?” contests during its Termite and Bed Bug Awareness Weeks, whereby consumers were encouraged to identify the correct number of hidden pests in an illustrated graphic. In addition to these weeks, PPMA supported the inaugural World Pest Day on June 6 and World Mosquito Day on August 20.

**ONTO THE NEXT 20 YEARS.** Through these and other marketing communications programs, PPMA will continue to serve as the advocate, voice and partner for the professional pest control community. Every pest control company, the supplier community and stakeholder benefits from the work of PPMA, but none of it would be possible without the generous support of the more than 300 PPMA Guardians and Contributors. These companies and individuals fund 100 percent of PPMA’s initiatives through voluntary investments, and are the driving force behind the industry’s bright future. 🌟

## Mainframe & You

Mainframe, powered by PPMA, is a subscription-based online digital agency that helps companies take their marketing, public relations, social media and advertising efforts to the next level. New, ready-made materials are added on a monthly basis in the form of customizable press releases, suggested social media posts, professionally designed direct mail pieces, how-to guides, school presentations and more. If you would like to subscribe to Mainframe, please contact PPMA Executive Director Cindy Mannes at [cmannes@pestworld.org](mailto:cmannes@pestworld.org).



campaign objective. In 2017 alone, the ads have driven more than half a million consumers to PestWorld.org in search of pest-related information and advice.

Over the past three years, PPMA has launched a digital display advertising campaign in some of the most trafficked airports across the country, including John F. Kennedy, Baltimore-Washington, Los Angeles, Atlanta Hartsfield-Jackson, Dallas/Fort Worth and Chicago O’Hare, to name a few. The ads are served on a rotation in backlit displays found in baggage claims and concourses throughout the busiest travel season in July and August.

**DIGITAL PRESENCE.** PPMA has placed a strong focus on its digital presence in recent years, given the continued shift in how Americans connect with one another and gather information. Today, roughly nine in ten American adults use the internet, according to Pew Research Center, so

location. The site also includes a more robust search function, in addition to a revamped ZIP Code Locator. As of September 2017, nearly 3 million consumers visited the site.

PPMA also manages PollinatorHealth.org and PestWorldForKids.org, an ad-free, online portal filled with pest information, games, crafts and other learning activities designed for students in grades K-8.

**SOCIAL MEDIA ENGAGEMENT.** This may come as a surprise, but social media was born the same year as PPMA. In 1997, the first social media site, Six Degrees, launched to the public. It wasn’t until 2004 that Facebook was created, which led the way for many other social media platforms in the coming years. There are 2.8 billion active social media users worldwide (as of January 2017), making social media an important part of any marketing communications program.

PPMA maintains active Facebook, Twitter, Pinterest and YouTube pages that are

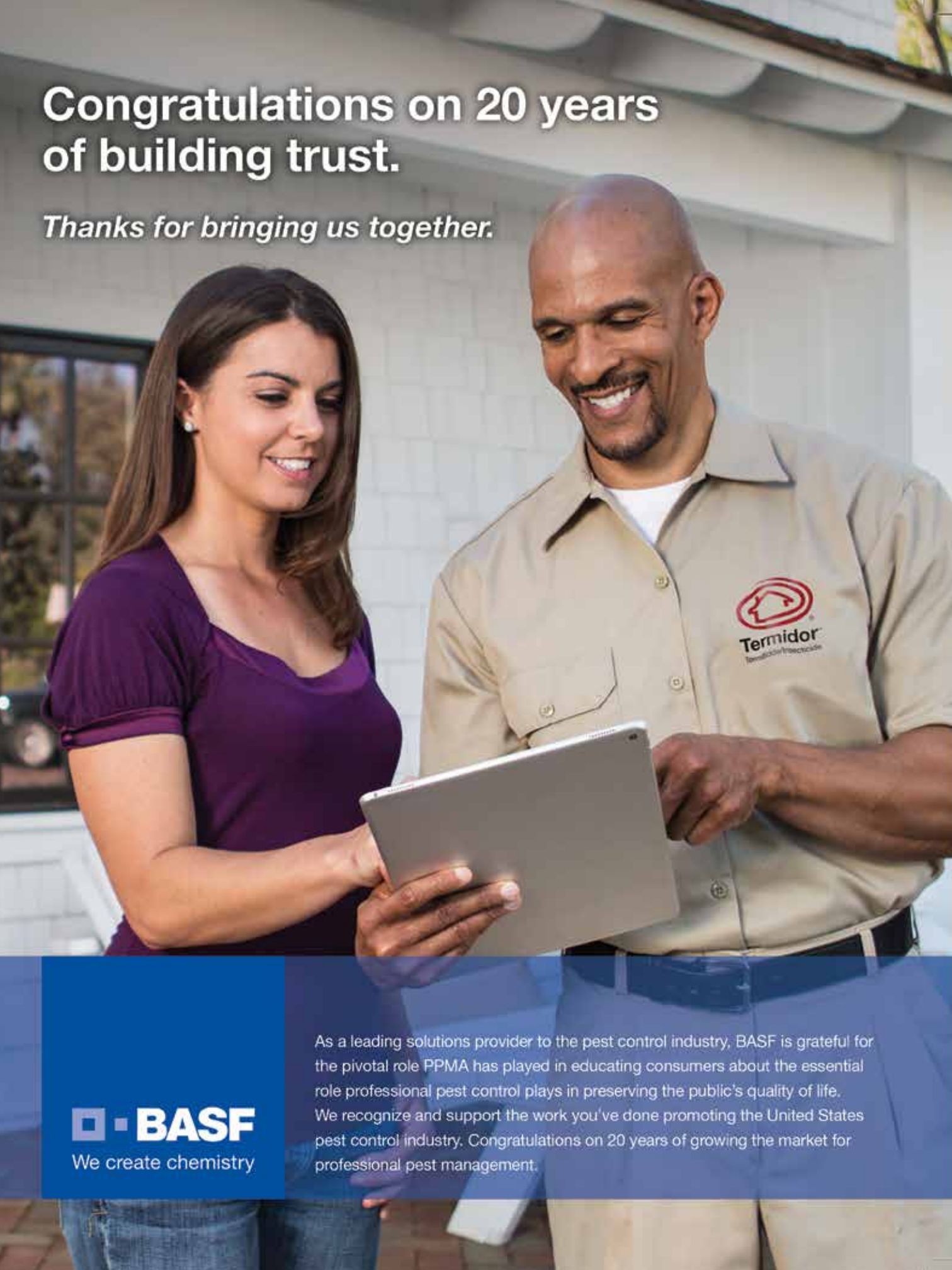
**Want to learn more about PPMA?**

Visit [NPMapestworld.org/](http://NPMapestworld.org/) PPMA to see what’s new!



# Congratulations on 20 years of building trust.

*Thanks for bringing us together.*



 **BASF**  
We create chemistry

As a leading solutions provider to the pest control industry, BASF is grateful for the pivotal role PPMA has played in educating consumers about the essential role professional pest control plays in preserving the public's quality of life. We recognize and support the work you've done promoting the United States pest control industry. Congratulations on 20 years of growing the market for professional pest management.



# PPMA

## Through the YEARS

The Professional Pest Management Alliance accomplished a lot in 20 years. The following timeline highlights some of PPMA's most important moments from 1997 to 2017.

### 1997

**February** — PPMA begins as the Industry Awareness Council (IAC).

**June** — Fundraising meeting.

### 1998

**February** — IAC raises \$500,000 for consumer research and marketing initiatives; approves articles of incorporation and bylaws.

**October** — Develops initial fundraising formula.

### 1999

**April** — IAC vision finalized.

**Spring** — Fundraising campaign launches.

**September** — IAC name changes to Professional Pest Management Alliance (PPMA).

### 2000/2001

**May 2000** — PPMA executes its first consumer media relations outreach campaign to promote the importance of using professional pest control services. These efforts land an appearance on NBC's "The Today Show."



**October 2001** — Cindy Mannes joins PPMA as its full-time executive director and develops a robust marketing communications plan to drive awareness among consumer audiences about the value of professional pest control services.



## Pivotal PPMA Moment



### History Channel's "Modern Marvels" Airs

**When:** August 2002

**Why It Matters:** A "Modern Marvels" episode called "The Exterminator" aired on the History Channel, showcasing the pest management industry in a professional and positive light. The show revealed what it is really like to perform an overnight, 100°F commercial kitchen cockroach cleanout. PPMA was entrenched in the production of this piece and provided expert commentary.



**December 2001** — PPMA develops its new fundraising formula based on voluntary contributions.

version for the consumer and the industry that showcased the professionalism of the industry and firmly established pest control operators as protectors of health, food and property.

### 2002

**January** — BOD approves marketing communications plan and budget in the \$1 million dollar range; PPMA's first paid TV commercial, "The Greatest Dad," runs on national cable networks.

### 2003

**June** — PPMA launches its public service announcement program. PSA campaigns are distributed to media markets across the country with great success and begin airing on CNN, achieving national rotation.

**September** — "Primetime Live" with Diane Sawyer and Charles Gibson airs a segment on bed bugs. This interview kicks off the bed bug craze that continues today.

**October** — Pride and Professionalism video is unveiled at NPMA PestWorld. This video had a

### 2004

**April** — Charles Osgood urges listeners across the country to call a pest control professional and to visit PestWorld.org with PPMA's first national radio advertising campaign.

### 2005

**February** — PPMA commissions a national survey to measure the attitudes that motivate the use and non-use of professional pest control.

**April** — PPMA continues to drive the conversation on bed bugs with a front-page article in The Wall Street Journal and secures hundreds of other articles about the pest.

### 2006

**April** — PPMA secures 29<sup>th</sup> annual presidential proclamation from President George W. Bush,



declaring April as National Pest Management Month, recognizing the role PMPs play in protecting public health, food and property.

### 2007

**March** — PPMA launches WhatIsPM.org, an educational resource positioning NPMA and the industry as leaders in IPM. The site features a virtual home tour, information on IPM in schools and commercial facilities.

### 2008

**March** — PPMA contributes a four-part bylined article series for Condo Management Magazine on pest control and prevention in commercial facilities and begins its focused, proactive reach into the commercial market.

**December** — Bed bugs make their way back in the news, and PPMA is on the frontlines in bringing the stories to light; secures a five-minute segment on bed bug-sniffing dogs on NBC's "The Today Show."

**December** — Discovery Channel airs its one-hour special, "Ratzilla," in which NPMA's spokesperson is featured discussing the physiological capabilities of rats, the history of rodents in New York and rodent prevention tips.

### 2009

**March** — The Bed Bug Hub on PestWorld.org is created as a central one-stop shop for consumers to learn more about bed bug biology, control and prevention.

**March** — Missy Henriksen is hired as PPMA executive director.



**April and August** — PPMA supports EPA's Bed Bug Symposium in April and the American Hotel & Lodging Association Summits in August, allowing the group to serve

## Pivotal PPMA Moment

### Public Service Announcements Air in All Top 10 Media Markets

**When:** December 2009

**Why It Matters:** PPMA showed its reach with PSAs in all the Top 10 media markets, in 80 percent of the Top 50 markets, and as far down as market 500 (Puerto Rico), reaching every corner of the U.S. and deep into local areas. For more than 15 years, PPMA has worked to amass an impressive library of broadcast PSAs, producing and distributing more than 20 high-quality spots in a variety of TV and radio formats.

as credible authorities with attendees and the media covering the events.

### 2010

**May** — The "Rachael Ray Show" builds a life-size custom set to mimic the giant dollhouse press mailer PPMA sent to producers. PPMA appears as a guest on the show, walking Ray through the set while discussing pest-proofing tips for a 15-minute segment.



**July-August** — Several flagship retail stores and tourist attractions in New York close due to bed bug infestations. PPMA responds and shares results of its first Bugs Without Borders research study done with the University of Kentucky. PPMA secures four appearances on NBC's "The Today Show" in a two-month window.

**August** — PPMA unveils new children's programming with "Pest Quest," a show offering teachable pest facts and interactive quizzes to junior entomologists. "Pest Quest" is picked up for OnDemand cable television distribution to 31 million homes across the country.

**August-September** — Eight-day media frenzy on bed bugs garners approximately 44 million media impressions. Significant media

hits include: CBS Early Show, MSNBC, NBC Nightly News, The Wall Street Journal, New York Times, People and more.

### 2011

**May** — PPMA launches AllThingsBedBugs.org and BedBugBMPs.org in response to a need by the public for online bed bug resources.

**July** — PPMA continues its relationship with "The Today Show" with a five-minute segment on mosquitoes and summer pest-proofing tips.

**August** — PPMA releases "Bed Bug Basics," a short-form educational video for consumers, as well as six commercial protocols to guide businesses on their bed bug preparedness planning.

### 2012

**March** — PPMA funds the development of its "Trust a Professional" video, a graphic-driven pop-up storybook that tells a story from a mother's perspective about why she partners with a pest professional to protect her family. PPMA makes the video available for all investors to use on their websites.



**May** — PPMA names Loyola University's Dr. Jorge Parada as its medical adviser to help better communicate health implications and deliver medical advice in regard to pests and vector-borne diseases, allowing PPMA to expand its role and messaging with the media.



## Pivotal PPMA Moment

### Development/Redesign of Pestworld.org

**When:** March 2006

**Why It Matters:** Over the years, PPMA has maintained this site as a consumer resource and educational website. It's visited by nearly 3 million visitors annually and all of PPMA's consumer-facing initiatives push users here. The site also features a ZIP Code Locator so consumers can find pest control businesses quickly.





**August** — PPMA coordinates with the Centers for Disease Control and Prevention to issue a public health message on West Nile virus.

**October** — Celebrated 15<sup>th</sup> year of service to the industry, a year showing that 30 percent of homeowners reported using pest control services over the past 12 months.

**November** — PPMA launches its Facebook fan page with a “Show Us Your Scream” contest, earning more than 31,000 followers in just a few months’ time and building the foundation for the strong social media presence it enjoys today.

**November** — PPMA partners with a popular mommy blogger to publish Pest Detectives, a children’s e-book about a budding entomologist who accompanies her father, a pest control professional, to solve pest mysteries.

### 2013

**March-April** — PPMA celebrates the inaugural year of Termite Awareness Week and Bed Bug Awareness Week (both of which are recognized by Chase’s Calendar of Events).

**November** — PPMA launches the Happy Healthy Home sweepstakes encouraging consumers to maintain a clean living environment to help deter pests. The contest gives away a year’s worth of cleaning and pest control services, growing its Facebook fan count by 15,930 new “likes.”



## Pivotal PPMA Moment

### PPMA Responds to Zika Virus Crisis with Industry Alert

**When:** January 2016

**Why It Matters:** Zika virus, which is spread via mosquitoes, was all over the news in 2015-16. PPMA participated in hundreds of conversations with the media urging consumers to eliminate breeding grounds and to protect against biting mosquitoes; developed How-To Apply Insect Repellent online video at the request of the Centers for Disease Control and Prevention.



### 2014

**April** — PPMA partners with the Asthma and Allergy Foundation of America on research effort; finds 9 out of 10 allergists recommend patients with pest problems consult with a PMP.

**April** — First Satellite Media Tour with home improvement expert Bob Vila earns 19 million+ impressions. Vila, the ultimate DIY-er, urged audiences to always partner with a pest professional.



**June** — PPMA promotes Pollinator Awareness Week to educate about pollinator health issues and factors contributing to Colony Collapse Disorder. PPMA and NPMA launch PollinatorHealth.org.

### 2015

**April** — The second Bob Vila Satellite Media Tour reaches more than 20 million viewers.

**July** — Cindy Mannes returns as PPMA executive director.

### 2016

**January** — PPMA introduces Mainframe, an online digital agency designed exclusively for investors with ready-made marketing materials.

**March** — PestWorld.org undergoes a significant redesign to seamlessly translate across all devices and provide users with a more local and personalized experience.

**May** — New “Pests Without Borders” PSA campaign launches; the PSA goes on to win a Public Relations Society of America Bronze Anvil, the industry’s highest honor for a single tactic campaign.

**October** — PCT and Syngenta honor PPMA Board Chairman Tommy Fortson with the third-ever Crown Leadership Lifetime Achievement Award, an honor due in large part to his dedication to the alliance.

### 2017

**January** — PPMA turns 20 and embarks on yearlong celebration.



**February/March** — PPMA participates in NPMA public health workshops to discuss how to communicate with the media and raise public awareness regarding Zika virus and proper mosquito control.

**March** — Group tests quarterly Facebook Live Chats with Dr. Jim Fredericks to great success and increases fan engagement.

**July** — Tommy Fortson announces his retirement as PPMA Board Chairman after 15 years of service. Bobby Jenkins to become Chairman (effective Nov. 1)

**September** — PPMA conducts consumer research exploring millennial, Gen X and baby boomer perceptions and buying behaviors in regards to professional pest control services. ↗

## Pivotal PPMA Moment

### NPMA Bug Barometer Makes its Debut

**When:** March 2015

**Why It Matters:** This groundbreaking, semi-annual forecast allowed PPMA to gain media traction with an accurate prediction of the pest pressure index that each region will experience during the four seasons. The Bug Barometer is the result of comprehensive research conducted by PPMA team members and NPMA entomologists.



# A LEGACY OF Achievement

**PPMA Board Chairman Tommy Fortson is turning over the reins after a distinguished 15-year run.**

**L**egacy is defined as “something transmitted by or received from a predecessor or from the past.” The legacy Tommy Fortson leaves behind in November when he steps away after 15 years as PPMA chairman is more than an ever-growing list of media placements and increasing impressions.

The legacy this modest and ever-pleasant man leaves is founded in emotion, integrity and personal commitment to an effort that is changing the perception of an entire industry.

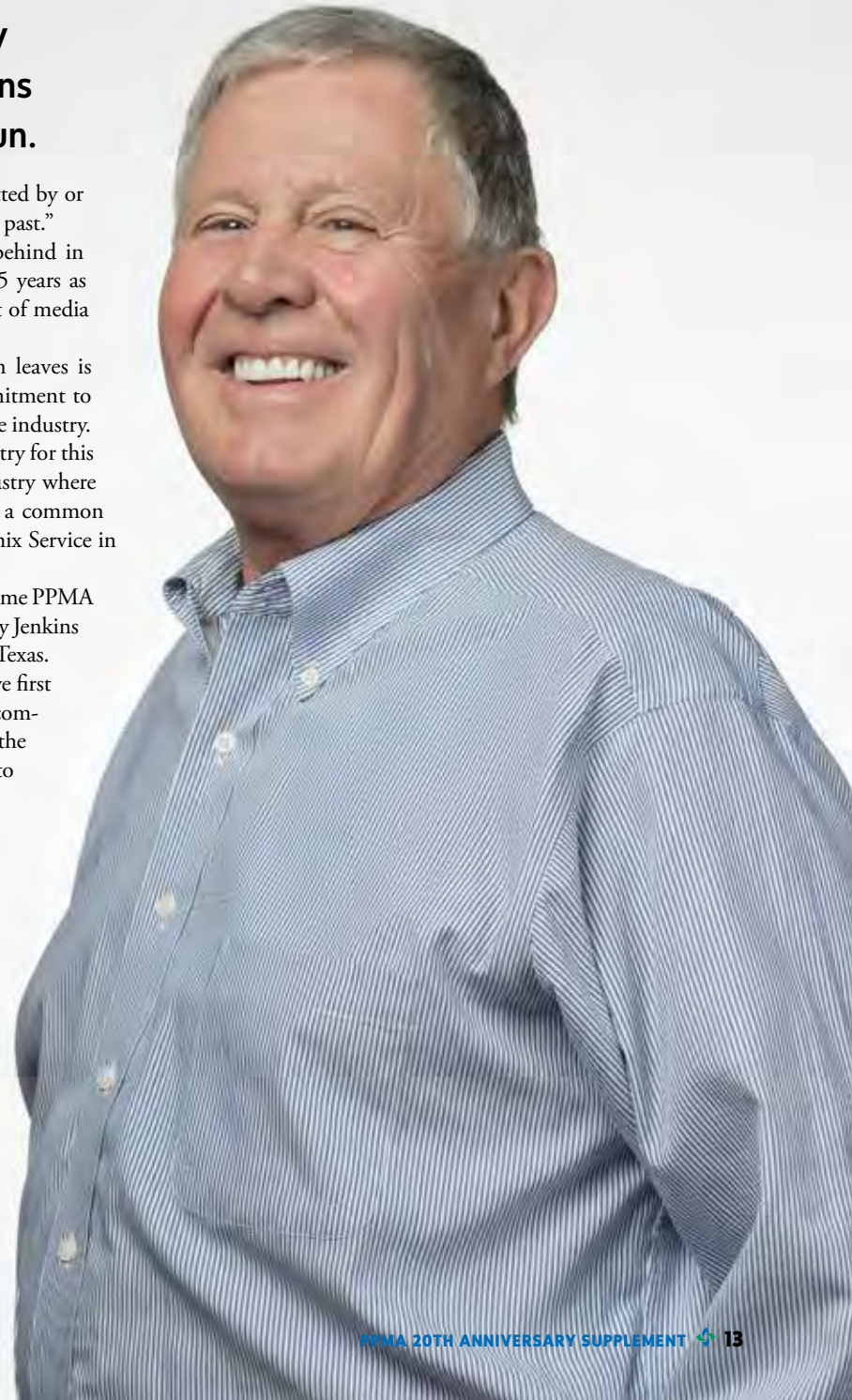
“I’ve been honored to serve PPMA and the industry for this long, and I’m proud to be associated with an industry where competitors put aside their own agendas to reach a common goal,” says Fortson, who is also president of Terminix Service in Columbia, S.C.

Fortson passes the gavel on Nov. 1, 2017, to longtime PPMA board member and current secretary/treasurer Bobby Jenkins of ABC Home & Commercial Services in Austin, Texas.

“There was a fair amount of skepticism if what we first discussed in February 1997 could actually be accomplished,” recalls Fortson. “We had been fighting the perception battle for years and I knew I wanted to get involved and make a change.”

Born as the Industry Awareness Council, the initiative (the name was changed to PPMA in 1999) struggled to gain traction early on but with the hiring of Cindy Mannes in 2001 as executive director and a shift in tactics to invest heavily in public relations, Fortson saw the group turn the corner.

“There is no question this effort had to be done in order to move the industry off the defensive posture we had been on and erase what I would call a bit of an inferiority complex we had developed,” says Fortson. “For me personally it felt like a weight had



Tommy Fortson



been lifted from my shoulders.”

Looking back at nearly 50 years in the industry, Fortson recalls the challenges brought upon the industry by Rachel Carson’s “Silent Spring,” the many regulatory battles at all levels of government, numerous investigative reports on shows like 60 Minutes — and how PPMA has helped turn the tables.

Fortson credits Mannes and PPMA’s public relations agency, Vault Communications, for taking the initiative to the next level and always thinking of new and innovative ways to positively change the industry’s narrative.

Mannes says Fortson’s deep belief in the power of PPMA has helped drive its efforts and contributed mightily to its success.

“His passion and commitment to the industry and PPMA are unique,” says Mannes. “He has always felt it was a privilege to serve and give back to an industry he grew up in.”

Successful leadership styles vary — there is not a one-size-fits-all formula. There are, however, a few traits that must be exhibited — believability and trust. And Fortson has delivered on both counts. “Tommy firmly believes that this is the best industry to be in and the sincerity of his leadership style has made people follow him,” adds Mannes.

Mannes says Fortson will be hard to replace but that he has done two things all good leaders do: He leaves the group in better shape than when he arrived and he leaves good people in place to continue the mission.

PCT visited with Fortson and asked him to reflect on his time as PPMA chairman — and what he sees for the future of the initiative.

## PPMA’s Leadership Team

The PPMA executive committee and at-large members as of November 2017:

### Executive Committee

- Bobby Jenkins, Chairman, ABC Home & Commercial Services
- Mike Rottler, Secretary/Treasurer and Vice Chairman, Rottler Pest & Lawn Solutions
- Victor Hammel, Vice Chairman, Rentokil North America
- John Wilson, Vice Chairman, Rollins
- Dominique Stumpf, NPMA
- Cindy Mannes, PPMA
- Steve Gullickson, MGK
- Russell Ives, Rose Pest Solutions
- Andrew Klein, Assured Environments
- Lex Knox, Terminix Service
- John Myers, Rentokil Steritech
- Harvey Massey (Emeritus), Massey Services
- Anthony Massey, Massey Services
- Trace McEuen, Univar USA
- Marillian Missiti, Buono Pest Control
- Mark Neterer, Dow AgroSciences

### At-Large Members

- Ildem Bozkurt, Bayer
- J. Bryan Cooksey III, McCall Service
- Judy Dold, Rose Pest Solutions
- Norman Goldenberg, Namron Business Associates
- Tommy Fortson (Chairman Emeritus), Terminix Service
- Chris Gorecki, Rollins
- Scott Reasons, Syngenta
- Jonathan Sweat, BASF Pest Control Solutions
- Terminix International (open)
- William Tesh, Pest Management Systems
- Joe Thomas Jr., Arrow Exterminators
- Lawrence Treleven, Sprague Pest Solutions
- Zack Zaki, FMC Corporation



Left to right: PPMA At-Large Board Member Billy Tesh; Fortson; and incoming PPMA Chairman Bobby Jenkins.

**PCT:** What makes PPMA unique?

**Tommy Fortson:** I, like many of the people who have been there since the beginning, have an emotional attachment to PPMA and want it to succeed. What makes it unique and sets it apart, in my opinion, is the level of collaboration we enjoy from all segments of the industry.

There is a strong sense of pride in what we do as professionals and members are not afraid to share ideas and have a healthy debate. It is a remarkable group of people and some of my best friends are my competitors. The collegial feeling that has been created has kept us together and allowed us to ride out the tough times and enjoy the successes.

It is impressive to me what people who want to come together and contribute to a common goal can accomplish.

**PCT:** What do you feel are PPMA’s most significant achievements over the last 15 years?

**TF:** When we first started we knew customers needed our services but were reluctant to call unless they had to. The consumer didn’t view us in a positive light but PPMA has changed that. For a long time we were perceived as creating an unhealthy environment by the media but now we have major media outlets like The Today Show, USA





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Chairman Tommy Fortson has led the PPMA board of directors for the past 15 years.

Today and The Wall Street Journal coming to us for our expertise.

We are controlling the message and letting consumers know about the positive contributions our industry makes to protect public health, property and the environment.

**PCT:** What is the biggest challenge for PPMA moving forward?

**TF:** The biggest challenge has to be getting total buy-in from the industry. This industry is the source of our livelihood, it is a living, breathing industry, and we all need to nourish it more.

There is an old saying that if you quit getting better you stop being good and we need to keep getting better.

I feel a personal obligation to PPMA and the industry to do what it takes to keep it viable and relevant. We must continue to always adapt and improve. Everyone benefits from this.

I know it is easy to sit back and watch or say, “What difference would my contribution make?” but look at what we have accomplished so far and just think what more could be done if more people participated.

PPMA has shown how innovative the pest management industry is and that has earned us more respect and appreciation by consumers. The result of our efforts has allowed us to focus on the end result and not the process.

**PCT:** What does PPMA mean to the industry’s future?

**TF:** If the industry is going to grow I can see it doing so largely in part to PPMA. Without it we are leaving consumers to gather information from sources that aren’t always accurate and that is dangerous. We need much broader participation to help us sustain the momentum we’ve established.

**PCT:** What has PPMA meant to you personally?

**TF:** It has been a very rewarding experience and I appreciate the efforts of the board and the many people who have got behind PPMA. The personal relationships I have formed and the knowledge I’ve taken away are amazing.

I don’t think there is another arena that has CEOs of billion-dollar companies sitting side by side with small operators, suppliers and distributors, and all having an equal say in the matter. Our ability to do that is a huge benefit to the industry.

PPMA has connected us at a level that may not have happened elsewhere and it is living up to what we hoped. 🌀

## Looking Ahead

**T**ommy Fortson of Terminix Service, Columbia, S.C., will retire from his position of Chairman on the PPMA Board of Directors at the conclusion of PestWorld 2017 in Baltimore, Md., in October.

Bobby Jenkins of ABC Home & Commercial Services in Austin, Texas, will assume the role of chairman. Michael Rottler of Rottler Pest & Lawn Solutions in St. Louis, Mo., will assume the role of secretary/treasurer, currently held by Jenkins, in addition to Rottler’s role as vice chairman.

“It has been the honor of my life to work in such a wonderful industry and to help grow PPMA into the powerful organization it is today along with my fellow board members,” Fortson said. “What a handful of industry leaders once dreamed of 20 years ago has come to fruition, and I know it will continue to grow as companies continue to work together to promote, protect and defend the professional pest management industry.”

Fortson has served on the PPMA board of directors since it was established in 1997, as chairman for 15 of those 20 years, and will remain a member as chairman emeritus. Lex Knox, chairman and CEO of Terminix Service, will fill the company’s voting seat on the board.

“Tommy is without a doubt one of the smartest and most dedicated advocates for this industry,” said Cindy Mannes, executive director of PPMA. “Words cannot express how indebted we are to him for his vision and his many years of service. The board will work to honor his legacy with the next 20+ years in mind.”



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# 20/20 VISION

It has been 20 years since Harvey Massey chaired the Industry Awareness Council. PCT talked with the industry veteran about why it's important for PMPs to be involved in this initiative and why it's so exciting to see growth that is directly related to PPMA.

Since entering the pest control industry in February 1963, Harvey Massey has enjoyed a remarkable career. He began as a service technician with Orkin Pest Control Company and within 11 years became Orkin's youngest vice president in company history. After 16 years with Orkin, he joined Terminix International as senior vice president of operations. In February 1985, he left Terminix and purchased Walker Chemical and Exterminating Company in Orlando, Fla. He renamed the company Massey Services in January 1987.

In 1997, at the Business Strategies 2000 Conference, co-sponsored by Zeneca Professional Products (now Syngenta Professional Products) and PCT magazine, a variety of stakeholders in the industry agreed that growing the market for professional pest control services would require a broad-based public relations campaign.

Later that year, several pest control operators (including Massey), manufacturers, distributors and others met to brainstorm more about the idea. "They discussed what they were thinking, why they thought this sort of issue was important for the industry and all of us really agreed that we needed to do something. From that, it took shape," Massey told PCT in 2002.

Massey was the first chairman of the Professional Pest Management Alliance (in 1997 PPMA was called the Industry Awareness Council [IAC]). The IAC grew into its own organization with its own board of directors and operating budget as it began developing and executing its own public relations campaign.

Twenty years later, PCT sat down with

Massey to talk about those early days — and how far the industry has come since then.

**PCT:** You're a busy man who oversees one of the most successful businesses in the professional pest management industry. What made you want to get involved in the formation of the Professional Pest Management Alliance (PPMA) 20 years ago?

**Harvey Massey:** In the late 1990s, there were several individuals (PCOs, distributors and manufacturers) who were justifiably concerned about the perceived perception of our industry. A research project was conducted by Shandwick Public Affairs that measured external (consumer) and internal (PCO) perspectives regarding the pest industry. The consumer's perspective was surprisingly positive. Overall, they regarded our people to be friendly, honest, knowledgeable and respectable professionals in comparison to other residential service companies. However, from an internal perspective, there were



Harvey Massey

a few companies that believed the industry was perceived with some credibility issues.

This was of great concern to all of us. We knew it was critically important to have our people internally feel great about what they did, how they did it and portray a positive image while doing it.

So we decided to do whatever we could do to cast a bigger, brighter, broader image of our industry. We knew we needed to do something over and above the current efforts of the National Pest Control Association (currently the National Pest Management Association [NPMA]).

**PCT:** What was your vision for the organization and has that vision been realized two decades later?

**HM:** Our vision was to develop and communicate a positive image and share the benefits of our services to "users," "non-users" (do-it-yourselfers) and internal industry members. We believed this, in turn, would build a sense of pride for all members of the industry and ultimately increased opportunities. Thus, this is precisely what happened! In the past 20 years, our industry has grown from \$5 billion to over \$8 billion in revenue, which represents a 60 percent increase. During this same period, our company, Massey Services, has grown from \$22 million to \$230 million.



Left to right: Harvey Massey, Cindy Mannes and Bobby Jenkins, circa 2002.



**PCT:** In a few words, can you describe what those early meetings were like with NPMA leaders and the PPMA board?

**HM:** There were a number of people who recognized we needed to do more than NPMA was already doing and all agreed on a public relations initiative. Of course, there were several skeptics but the core of our industry supported it.

Several pest control operators, manufacturers and distributors met to brainstorm. Everyone presented their ideas. We chiseled away and created a plan of action.

The biggest challenge was how to fund this endeavor to ensure we could execute successfully. The recommendation was funding through distributors — and the only discrepancy was how to get the contributions fairly allocated across the industry. We had support of the NPMA; they saw the need and wisdom of doing it, and the PPMA board supported it as well.

**PCT:** How did you and PPMA develop the “A Rising Tide Lifts All Boats” vision statement?

**HM:** We didn’t create the statement but it was most appropriate. We were looking at the North American (Canada and USA) pest control industry. Every major company in our industry was actively involved and we were attempting to create a public relations communication plan that would benefit all companies, and enhance the image of our industry. We assumed that if it was done properly and in unity, everyone would benefit. Taking a look at our industry then and today — we can all agree that a “rising tide definitely lifts all boats.”

**PCT:** How did that simple phrase embody what PPMA was all about at the time?

**HM:** As I mentioned, the internal perspective of the industry was mixed. We knew that as our industry’s image improved, so would the image and opportunity of all of our individual businesses as well.

If our industry was perceived more professionally, it would encourage our people to act more professionally and hold themselves and their profession in higher regard.

If you think through it, we are all in the same boat and collectively we had the voice and opportunity to raise the tide for each of us...for all of us.

**PCT:** What has been the most personally gratifying aspect of your involvement in PPMA?

**HM:** Seeing it work! Our industry has grown to over \$8 billion in annual revenue and is projected to grow to \$10 billion by 2020. Our industry has greatly benefited from the ongoing communication and education provided by PPMA. From environmental responsibility to the recent Zika outbreak, PPMA has been a voice for our industry promoting pest management practices in a beneficial, environmentally responsible and positive light. That was exactly what we set out to do — and we did it!

**PCT:** If you were to select PPMA’s major accomplishments, what would they be?

**HM:** First, a strong information resource for all pest management operators. Second, a focus on environmental responsibility through Integrated Pest Management (IPM) practices.

**PCT:** As a microcosm of the industry, how has PPMA benefited Massey Services?

**HM:** On a personal note, PPMA has positively impacted Massey Services. We’ve grown from \$22 million in 1997 to \$230 million today. We service over 500,000 customers in seven states, have grown to 2,000 team members and on any given day, we are running approximately 1,900 vehicles. I’m also very proud that in April of this year, we celebrated our best one-month accomplishment by producing over \$20 million in revenue. Summarily, we are on course to celebrate our 33<sup>rd</sup> consecutive year of profitable growth.

**PCT:** What are the key challenges currently facing PPMA and what would you like the organization to accomplish moving forward?

**HM:** We need to continue to develop environmentally responsible approaches and techniques throughout the industry. What we do today is more environmentally responsible than ever before and we need to remain committed to protecting our environment. We have seen an impact as more and more companies shift to Integrated Pest Management practices. We need to continue to promote these initiatives so our industry and the public understand our commitment to protecting our environment!

**PCT:** In looking back, are you surprised at the success of PPMA or is it something you anticipated?

**HM:** I’m not the least bit surprised by the growth of the industry.

I sincerely believe that the future looks better than ever. Continued growth will require our industry to embrace technology in many different areas of the business. It is critical that we seize the real opportunities in technology that will allow us to continue to provide additional value and benefits to our team members and customers.

**PCT:** Is there anything we haven’t asked that you would like to address related to PPMA?

**HM:** I would like to offer my sincere congratulations to the many people who have volunteered their time to PPMA. In my opinion, PPMA is one of the best and most successful endeavors in the history of our industry. 🍀





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For the past two decades, PPMA has unified the industry by promoting the value of professional pest control to consumers nationwide.

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