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ELP 2024 – Meet the Class



David Brown

Associate Manager
Viking Pest Control
Wayne, NJ

Meet Dave:

David Brown is an Associate Manager of the New Jersey North Branch of Viking Pest Control. In 2016, David began his journey in the field with Viking Pest Control as a Technician. “I was considered your stereotypical millennial, jumping from job to job and looking for a quick ‘way to the top.’” Says Brown. The pest control industry appeared to be just as another stop on David’s path to the next thing. A challenging bedbug service on David’s first day on the job made him apprehensive and initially questioned if this industry was the right fit. Mr. Brown’s determination not to shy away from adversity kept him going. Developing a deep appreciation for the problem-solving aspects our industry, the customer service engagements, and the sense of public service this industry provides were all aspects that David thrived in, these aspects also allowed Brown to progress through the organization.

Having Mentors who invested time and their knowledge helped David gain the confidence needed to advance in his career as a Pest Management Professional. In 2019 Mr. Brown was promoted to Service Manager and was given the task of leading a team of technicians and overseeing the day-to-day service operations. The opportunity to develop others and to be a leader in the branch further ignited a passion that David had never felt before. David has been the Associate Manager since 2021, in this role he handles the day-to-day operations and various business-related tasks. “The satisfaction I get from mentoring and empowering teammates, guiding them to unlock their full potential is unlike any other feeling that I have experienced. I take great pride in my role, knowing that I can help people develop the necessary skills and knowledge to excel in their positions. David excitedly states.

This industry has offered David a career that he can be proud of. The opportunities are endless, and we get to impact customers, the general public and our colleagues on a daily basis.



Jay Swann

Owner
JJH Enterprises LLC dba Appalachian Pest Control
Barboursville, WV

Meet Jay:

Jay graduated Summa Cum Laude from Freedom Bible College and Seminary. Jay is the owner of Appalachian Pest Control, Appalachian Janitorial Services, JJ Financial, and Erma's Angels, Inc. Currently Jay is on the Board of Directors of the West Virginia Pest Management

Association. With Jay's leadership Appalachian Pest Control became a Quality Pro agency. He has been awarded a lifetime achievement award (2023) through his non-profit charity work with the Alzheimer's Association. His company, Erma's Angels, Inc., is a non-profit company for Alzheimer's research and is West Virginia's largest fundor of such services.



Jared Murad

Technical Director
Cross Pest Control of Tampa
Dade City, FL

Meet Jared:

I have a dynamic career spanning multiple industries and bring a varied blend of expertise and passion to the professional world. I attended Strayer University and graduated magna cum laude with a Bachelor's degree in Business Administration. My professional career began in the healthcare sector, where I dedicated the early years of my career to making a positive impact as a Physical Therapy Assistant. During this time, I developed a deep understanding of rehabilitative practices, patient care, and the intricate dynamics of the healthcare system. As a licensed Physical Therapy Assistant, I leveraged my skills to assist individuals on their journey to recovery and improving quality of life. This experience not only solidified my passion for helping others but also laid the foundation for a career characterized by community, hospitality and a quest for continuous growth. While I worked as a Physical Therapist Assistant, I also ventured into the world of Real Estate, obtaining full licensure in Florida. This diversification allowed me to navigate the complexities of the real estate market while using the skills I developed in healthcare. This dual expertise equipped me with a unique perspective, allowing me the ability to understand clients' needs and provide tailored solutions in the real estate realm. I seamlessly transitioned my skills to the pest control industry during the pandemic, immediately recognized my passion for the industry, and never looked back. I started working for Cross in 2020 and am proud to be working for my wife's family-owned and operated business. She is a 4th generation Pest Control owner and operator and we are proud to have been in business for over 55 years. When I joined Cross, I first held the role of a Technician and learned the intricacies of the field and the world of pests. This experience led me to become the Operations Manager in which I over saw all field services and learned the back end side of the business. As our company grew over the last few years, I was able to promote an employee from within to replace me which allowed me to move into my current role as Technical Director. I've developed a passion and comprehensive understanding of the General Household Pests and Termites and enjoy passing that knowledge along to our team. My commitment to awareness of industry advancements is displayed by my constant quest for learning and my full certification as a Pest Control Applicator in the state of Florida. I am currently studying and pursuing the Florida Lawn and Ornamental Certification and will be studying to take the ACE exam as soon as I am eligible in 2025. As I reflect on my experience in healthcare, real estate, and pest control, I am driven by a commitment to excellence, a thirst for knowledge, and a genuine passion for making a positive impact in every facet of my professional journey. I am committed to this industry and cannot wait to see what lies ahead for my career in pest control.



Jen Miller

Vice President/Owner
Miller Pest & Termite
Norwalk, IA

Meet Jen:

With nearly a decade of experience in retail and sales, I joined Miller Pest & Termite in 2014 to lead the sales division of this second-generation family business. Not long after we started working together, my husband and I initiated a rebranding of the company and became QualityPro certified. Recognizing that our company lacked systems and processes, I implemented the Entrepreneurial Operating System (EOS) in our organization in 2018, which we continue to use. Having worked from the ground up in various roles within the company, I have a comprehensive understanding of our operations. The company, started by my father-in-law in 2001, was purchased by me and my husband in 2023. We

operate across four states with offices in Des Moines, Kansas City, and Omaha. Recently, I've begun delegating my operational duties, including hiring a fractional integrator and an internal operations manager. I am also in the process of hiring others to fill my current roles as HR and Part-Time Integrator, shifting my focus more towards strategic roles within the company. My husband and I have two daughters, aged two and a half years and nine months. My interests include camping, skiing, hiking, exploring new places, and enjoying good food and wine.



Jesse Gooch
Owner/President
Kanga Pest Control
Canby OR

Meet Jesse:

Jesse Gooch moved to the United States from Australia in 2012 at the age of 18. His first introduction to pest management was with a small local pest control company based out of Brooks Oregon in 2015. There Jesse realized his love for the industry and in 2017 started Kanga Pest Control with his wife. Kanga Pest Control has now grown and at current has an employees roster of 5 with services ranging from Termites, Rodents, Exclusion and all common residential and commercial insect services.

Jesse's Extremely proud to be serving the industry with his state association where he is current board member and director for Oregon's education committee where he organizes and coordinates speaks for CEU's for all Pest management firms within the state.



Jon Furdek
Director of Operations
Accel Pest and Termite Control
Virginia Beach, VA

Meet Jon:

I am a seasoned professional in the pest control industry with a career spanning over two decades. Beginning in 2002 with Terminix in Virginia Beach, I quickly found a passion for pest management and demonstrated exceptional skills in the field. This led to me being promoted to the position of Service Manager in 2007, where I displayed strong leadership qualities and a dedication to providing top-notch customer service.

In 2013, I took on a new challenge and joined Accel Pest, a leading pest control company. As a Termite Technician, I quickly established myself as an expert in the field and was entrusted with developing standard operating procedures (SOPs) and protocols for all the services provided by Accel Pest. My meticulous attention to detail and commitment to excellence helped elevate the company's service standards and customer satisfaction.

In recognition of my expertise and contributions to the industry, I became the Service Manager at Accel Pest in 2016. This role allowed me to further refine my managerial skills while fostering a team of skilled professionals to deliver outstanding pest control services to clients.

Driven by a passion for continuous learning and industry growth, I actively engaged with various professional organizations, such as the Tidewater Pest Control Association (TPCA) and the Virginia Pest Management Association (VPMA). These involvements not only expanded my network but also fueled my desire to stay updated with the latest advancements and best practices in the pest control industry.

In 2020, I achieved the esteemed designation of Associate Certified Entomologist (A.C.E.), showcasing my expertise and deep knowledge of entomology, pest behavior, and pest control strategies. This accomplishment further solidified my reputation as a trusted expert in the field.

In 2021, I reached a significant milestone in my career by being appointed as the Director of Operations at Accel Pest. In this pivotal role, I oversee the entire operations of the company, from ensuring service quality and customer satisfaction to managing teams and implementing strategic initiatives to drive growth.

With an unwavering commitment to excellence and a passion for elevating the pest control industry, I continue to lead by example, empowering my team to deliver unparalleled service and solutions to clients. My journey in the pest control sector serves as an inspiring testament to the value of hard work, dedication, and continuous learning in achieving professional success.



Katie Okoth
Regulatory Specialist II
Ecolab
Eagan, MN

Meet Katie:

I have over 9 years of regulatory experience in the transport compliance and pest elimination industries. In my current role with Ecolab, I am responsible for process improvement to increase transparency and visibility of fumigants and fumigant storage across our US sites to ensure regulatory and safety compliance and business strategy; leader of internal and external site audits to align chemical storage sites to DHS, GAFTA, and local regulatory agency safety and regulatory standards; proper management and handling of solid and hazardous wastes. I have developed strong skills in process improvement, regulation comprehension and cross-functional team leadership. I am particularly proud of my Green Belt Certification and creation of a hazardous waste toolkit which demonstrates my ability to manage projects and workstreams by tackling regulation comprehension, communicating the regulatory impact to the project team, and developing a process to compliantly handle, store, and dispose of hazardous waste. I am passionate about the pest elimination industry and am excited about the opportunity to learn more about NPMA and grow my leadership skills and exposure in the industry.



Noelle Goins
Co-Owner
Get Goins Pest Control
California

Meet Noelle:

Noelle Goins is a licensed pest control owner of Get Goins Pest Control with her husband, Rian Goins. With her background of songwriting, acting, filmmaking and editing she enjoys merging the everyday life of pest control with entertainment. Born Nicole Bellinghausen, in Lincoln, Nebraska and raised in Las Vegas, NV, Noelle attended Old Dominion on a basketball scholarship where she earned 4 CAA Conference Championship rings, 4 Sweet 16 appearances, and a National Championship game appearance. She majored in Human Services and Counseling while studying vocal performance and singing the national anthem in front of sold-out home game crowds.

After graduating, Noelle ventured back to Las Vegas pursuing songwriting while singing six nights a week on the strip before moving to Los Angeles California, where she would land songs in several Lionsgate projects while writing with artists like Ne-yo, Pitbull, and Dr. Dre to name a few. As an actress she would book roles on shows like Rules of Engagement, Black-ish, Young and the Restless, Criminal Minds, and a recurring role on House MD & S.W.A.T., to name a few. Noelle would also develop a production company and love brand called "The Out Goins" with Rian, that includes original scripted content, musical jingles, and editing.

With Rian coming from a family of pest control owners, Noelle became immediately interested in the industry and would accompany Rian in the field when he was working for his uncle's company to see the day and the life of a pest control technician. When an aunt of Rian's who owned her own pest control company with her late husband for over 30 years

became rapidly ill, her daughter reached out to Rian and asked if he wanted to take over what was left of her mother's small route. Rian and Noelle immediately accepted the honor and began to go through all of the licensing procedures to register their own company, Get Goins Pest Control. This also prompted Noelle to study and obtain her own license to be in the field. With her diverse background, Noelle took everything she learned as an athlete, musician, and storyteller along with her corporate experiences of sales and marketing; merging it completely with pest control. The biggest part of their business is giving back through their nonprofit, the Keep It Goins Foundation, which helps those suffering from infestations and can't afford pest control costs. Noelle and Rian learned very quickly how many of the elderly, mentally/physically disabled, and impoverished neighborhoods were not getting the pest control support they so desperately needed. They decided that turning people away with infestations and no money should no longer be an option, and are actively building a foundation that can partner with other pest control companies nationwide, other nonprofits, and vendors on how to support those who need it most. Many people suffering are also renters afraid to complain to landlords, which is why empathy is rooted in their customer service as a husband and wife owner team. According to Noelle, "To listen is to love, and to love is to listen. We can't help people without love or listen without the ability to hear their cries. Keep it Goins is about paying it forward and keeping the love and healthy quality of life GOINS for all of our communities combined. Get Goins Pest Control is just a vessel to give back."



Richard Christner

Co-Owner

Whitmore Pest and Wildlife Control, Inc.

Sedalia, CO

Meet Richard:

Richard Christner is a dynamic entrepreneur and business leader known for his instrumental role in co-founding Whitmore Pest and Wildlife Control, Inc (WPC) alongside his brother, Wilson, and father, Marvin, in 2011. Together, they transformed a modest enterprise with less than \$25,000 in revenue into a thriving operation generating close to \$2 million in revenue today. Along the way, they welcomed Richard's mother, Sylvia, as an additional owner, solidifying their family-driven approach to business.

In the early years, Richard's dedication was evident as he worked tirelessly on a project basis during nights and weekends, contributing to the company's growth until it reached a point where it could support him in a full-time administrative role. His multifaceted contributions included strategic planning, finance, and proficiency in digital marketing, encompassing both organic SEO and PPC strategies.

Before dedicating himself entirely to WPC in June of 2021, Richard garnered valuable business acumen at a local community bank. Starting as a teller, he progressed through various roles, ultimately becoming Vice President and poised for the Senior Lender position. Richard's dynamic presence and adeptness in presenting to the Board of Directors showcased his leadership potential. Although leaving the bank was a difficult decision, the opportunity to collaborate with family and further expand their family venture was an irresistible prospect.

Committed to community involvement, Richard has coached youth wrestling, graduated from the Leadership Charlevoix County 2013 Class, and contributed to the Downtown Development Authority board. Recognized as the 2019 Young Professional of the Year by the local Chamber of Commerce, Richard's dedication to community betterment is evident.

Since taking on a full-time role at WPC, Richard has taken charge of finance and bookkeeping, enhanced data management, established key metric reporting, and played a pivotal role in developing pricing models. His proficiency in problem-solving and his role as an integrator in the EOS management model have been instrumental in overcoming operational hurdles and driving growth.

Richard's philosophy embodies a voracious appetite for learning and a commitment to excellence. He immerses himself in understanding the nuances of every venture he undertakes and executes plans with diligence, consistency, and an unquenchable thirst for further knowledge. This holistic approach underscores his role as a driving force behind WPC's continued success.



Ryan Olson

Assistant Regional Manager / Future Owner
Olson's Pest Technicians
Yankton, SD

Meet Ryan:

My name is Ryan Olson, and I am a third-generation pest management professional. I began working for our family business when I was around eight years old mostly applying stickers to tincats and bait stations and constructing exterior rodent bait stations. This continued throughout high school. I also spent quite a few weekends growing up assisting my dad with Termidor applications for homes dealing with termites. I would often work one to two houses ahead of my dad digging the trenches and hammer-drilling the holes into the foundation for sub-slab injecting.

After my first year of college, I became a licensed pest management professional within the business and began to do fill-in work during the busy time of the year in the summer months. I continued serving in this position through my summers in college rotating areas and covering gaps that we had with openings or other team members not being able to keep up with the work during the summer.

Following college graduation in December of 2018, I found a long-term substitute teaching position in Seward, NE teaching physical education and high school health. After the spring semester, Thayer Central (NE) hired me to be the head boys basketball coach, assistant cross country coach, and social studies 7-12 teacher for the 2019-2020 school year. During the summer of 2019 and throughout the school year, I kept up on pest control doing one shots and termite work in Hebron where TC is. I thoroughly enjoyed teaching and coaching at TC, but Covid threw a wrench in my plans.

In March of 2020, I moved back to Yankton to finish teaching the school year remotely. During that stint at home, I accepted a graduate coaching position in Yankton at Mount Marty University on the men's basketball coaching staff, where I would pursue my Master's in Coaching Leadership. During this two-year program, I was involved in all aspects of the program from coaching, player development, strategic planning, and recruiting. After the first year of this position, both the head and associate head coach were let go, which left me in the interim head coach position during the offseason. While I only retained this position for six weeks, I remain proud of how the program stayed together. In the transfer era of collegiate sports, it's not uncommon to see a coaching change decimate a roster leaving only a fraction of the former team behind. Through constant communication and transparency, we were able to retain 90% of our roster from the 2020-2021 season and 100% of our incoming freshman.

Following the 2021-2022 basketball season and graduating with my Master's in Coaching Leadership, I had a strong sense of commitment and desire to enter the family business and the pest control industry full time. Over the last 18 months, I have jumped head first into the business from a starting pest management position doing fill in and regular, contracted route work. After 8 months, I moved into management where I oversee the scheduling and operations of two routes, as well as sales and calls within those areas. Over the next two years, I plan to continue to learn the ins and outs of the business, while advancing into an executive, operations, and ownership position.