



# **The Industry's Proactive Voice for 25 Years**

*Celebrating a Quarter Century*





# THE WHO AND THE WHY

PPMA investors discuss what the organization has done to benefit their businesses throughout the past 25 years.

**S**ince 1997, the investor-driven Professional Pest Management Alliance (PPMA) has been successfully marketing the value of professional pest control to consumers, resulting in positive exposure for the structural pest management industry and the growth of residential and commercial markets.

PPMA makes an impact on the attitudes, opinions and buying decisions of residential and commercial customers. The organization has increased awareness of the value of professional pest control services and protected the industry’s reputation through ongoing national and local media outreach, innovative advertising campaigns, social media engagement, public service announcements and more. It’s work that is only possible because of the generous contributions of hundreds of investor companies who understand that their participation is making a huge impact on the industry.

But why, *exactly*, do these investors take money out of their very own pockets to support PPMA? Here’s what they had to say about how much the organization has meant to their businesses, and why they back the communications effort with time and money. Want to invest yourself? See the box on page 10.

*Editor’s Note: These are direct quotes from leaders in the industry who support PPMA.*



Gokhan Vergon

### Proud PPMA Investor for 25 Years

“Among others, the most critical reason for us to support PPMA, is its strong dedication to growing the industry through consumer outreach initiatives that expose the importance of professional pest control done by professionals.”

— Gokhan Vergon, Bayer U.S., Cary, N.C.



Russ Ives

### Proud PPMA Investor for 25 Years

“We have supported PPMA at a Guardian level since its inception. Why? It can tell our story in a way that we can’t alone. It can get the ear of key public communication outlets as a trusted source, and it can help insulate us from the occasional unflattering or threatening story because of the credibility earned over the last 25 years. And because if the industry succeeds and grows, so does our company.”

— Russ Ives, Rose Pest Solutions, Troy, Mich.



Ross Treleven

### Proud PPMA Investor for 25 Years

“We support PPMA to improve the public image of the pest management industry and to build a stronger base and need for our services throughout the country. We have been a member of PPMA since day 1.”

— Ross Treleven, Sprague Pest Solutions, Tacoma, Wash.



John Wilson

### Proud PPMA Investor for 25 Years

“Rollins has supported PPMA from the very beginning. We believe that we have a responsibility to not only be good stewards of what we have, but to share in that by supporting the growth of the pest management industry that has been so good to us. I firmly believe that when you give a little, you typically get a lot more back.”

— John Wilson, Rollins Inc., Atlanta



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As a proud leading provider of innovative pest solutions, we understand just how important your partnership is to pest management professionals, as well as the people they serve. BASF and PPMA share a common vision: to improve the quality of life of our customers through the preservation of public health, property and personal safety. Thank you for 25 years of service, advocacy and support to the pest management industry.

**BASF**

We create chemistry



Justin McCauley

**Proud PPMA Investor for 20+ Years**

“We have contributed to PPMA for 20 years or more because the creative wheelhouse and quality content is unmatched and the PPMA network is something special to be a part of. We enjoy and appreciate the opportunity to collaborate with and be inspired by like-minded peers with a budget that has more power and more impact. We also believe that by contributing to PPMA, a cause bigger than our own, we will continue to position our industry in a successful light, leaving more opportunities for the future generations of our company.”

— Justin McCauley, McCauley Services, Bryant, Ark.

**Proud PPMA Investor for 20+ Years**

“I have been a part of the PPMA almost since its inception. In fact, I remember when I was working for Bayer CropScience and Rollins used their private jet to fly in a small group of folks into Kansas City to talk about this thing called the PPMA. This was likely 20+ years ago!

“Since then, I have been on and off with the PPMA depending on the job, etc. What I know for sure is that the PPMA has been that consistent voice, that voice of reason to the public that has matured over the years into a well-respected entity that makes our entire industry look professional, knowledgeable and at the forefront of new technology.

“Our industry, without the PPMA, would be fragmented and our voice lost over the shouting from other interest groups, many of them not supportive of what we do. I am so proud to be a part of this group and look back some 20 years ago and had no idea just how important that first meeting was.”

— Dan Carrothers, FMC Global Specialty Solutions, Philadelphia



Billy Tesh

**Proud PPMA Investor for 25 Years**

“It has been incredible to have been a part of PPMA for 25 years. To watch the evolution of why it was founded into how it has become greater and more influential with each passing year has been nothing short of remarkable. When it began, I knew from previous experience that if we didn’t provide the truth of our industry’s work and focus on forward messaging, then the facts of what we do would have been determined by others. It is essential we lead the way of our own narrative and the difference we make each day. PPMA continues to give us the tools that are necessary to engage everyone interested in what we do for a living and how we protect people. All the information and guidance they provide, along with the hard work they put forth, has changed the perception of our business for the better. My ‘why’ is simply that there is no better way to aid or educate than without their expert facilitation.”

— Billy Tesh, President/CEO Pest Management Systems Inc., Greensboro, N.C.

**Proud PPMA Investor for 25 Years**

“Massey Services, along with other industry leaders, was involved in the creation and development of the Professional Pest Management Alliance and has been a key investor since its inception. We know our industry has potential for continued growth and that a strong, respected pest management industry will benefit all of its members. We believe that supporting our industry will make it stronger and encourage a higher level of professionalism and respect which is beneficial to our company and to every one of our customers. Our industry support is one of our core beliefs and is documented in our Mission Statement which was created in 1991: ‘We believe in being a contributing member to our community and industry.’”

— Tony Massey, Massey Services, Orlando



Trace McEuen

**Proud PPMA Investor for 25 Years**

“At times it is hard to capture a single aspect to what PPMA brings to our industry. First and foremost, PPMA is a beacon that truly shines a light on our industry, cascading a professionalism that embodies the true nature or soul of who we are and what we stand for. PPMA has been able to ... ensure our industry is portrayed in a positive light. PPMA was grounded on a belief that a rising tide lifts all boats. PPMA lifts the entire industry, not the biggest, nor the flashiest, it lifts all ... and portrays it for what it truly is, an essential aspect to our lives and our health. Vesperis/Univar has been an active member since nearly the beginning. Vesperis will continue to support and help build this industry through PPMA.”

— Trace McEuen, Vesperis, Austin, Texas



Marillian Missiti

**Proud PPMA Investor for 10 Years**

“Running a small family business, I do not have ‘departments’ that can assist me in the growth of my company. PPMA gives me the resources and tools to promote in my social media platforms and gives me the peace of mind and time so that I can concentrate on other day-to-day responsibilities. The positive and strong information that is prepared by PPMA for our industry is priceless.”

— Marillian Missiti, Buono Pest Control, Belmont, Mass. 🌿



# Congratulations to the PPMA for 25 years of leadership.

The PPMA continues its legacy of excellence and leadership in the pest management industry.

We're proud to work alongside the PPMA as we advance and serve the pest management professionals who rely on us.

Learn more at [envu.com](https://www.envu.com)



# MAINFRAME MANAGES MARKETING



## MAINFRAME

Powered by the Professional Pest Management Alliance

**M**ainframe, PPMA's one-stop digital marketing agency, is a valuable resource for subscribers since its launch six years ago. The online platform gives pest control firms access to hundreds of ready-to-use communications materials that have been reviewed by NPMA's entomology team and industry experts to help level up their marketing, social media and public relations programs. In a digital world where companies are expected to create and push out content every day, Mainframe does a lion's share of the work for time-strapped business owners and marketing departments while keeping the materials timely and relevant.

PPMA Executive Director Cindy Mannes is proud of what the platform offers members: "For small- to medium-sized companies where budgets are tight and hiring multiple agencies isn't feasible, Mainframe is a great way to save money while still receiving high-quality content. These assets are helpful in developing a professional image that will then attract new customers. Larger companies can bolster their existing programs using the high-quality photography and video, as well as the consumer research.

"Time is critical if you are trying to run a business while also managing your marketing. That is why we make sure all the materials on Mainframe are accurate, built

for today's media vehicles and designed well so companies just simply add their own information before using," she added.

The diverse library of assets, updated every month, can help companies grow and reach customers in ways they have not thought of before. The Learning Resources section of the site offers new consumer research, how-to files with step-by-step details, artificial intelligence data and downloadable materials from PestWorld ForKids.org, NPMA's website designed for children. An extensive library of press release templates, social media posts, pho-

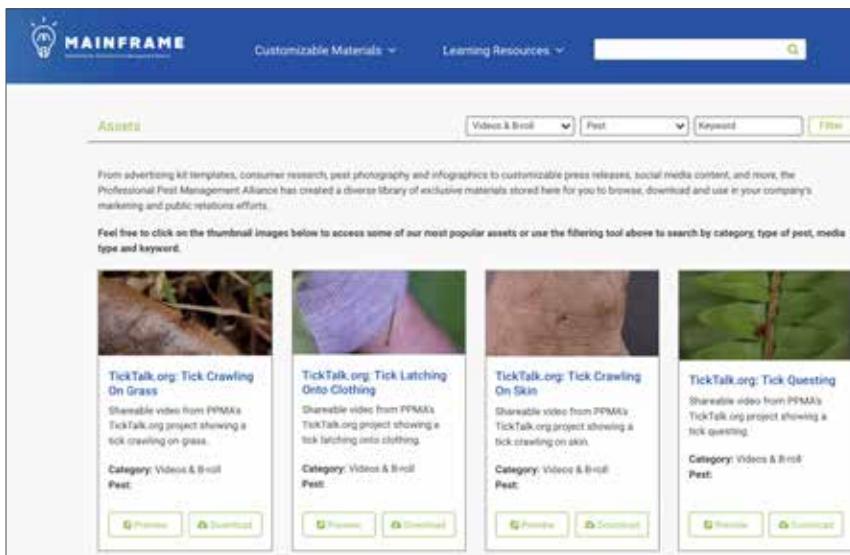
tography and videos from PPMA projects, and infographics can all be found in the Customizable Materials section.

Mainframe subscribers also have access to marketing toolkits, one of the most lucrative materials on the site. PPMA's marketing toolkits are created following every PPMA campaign launch and ahead of every awareness week. These toolkits hold a robust amount of content beyond what is typically offered on Mainframe that is specific to a certain observance or campaign such as media talking points and observance logos.

Members of PPMA rave about the



PPMA's marketing toolkits, like this one for Termite Awareness week, hold a robust amount of content (like media talking points and observance logos) beyond what is typically offered on Mainframe.



◀ An extensive library of press release templates, social media posts, photography and videos from PPMA projects and infographics can all be found in the Customizable Materials section.

money. “PPMA Mainframe makes it simple. It has the resources Mainframe companies can upload to their website and put on their social media without spending hundreds and hundreds of dollars on a graphic designer or trying to be the graphic designer themselves.”

Getting access to Mainframe is easy. Becoming a subscriber not only gives you access to Mainframe, but also shows your support of the industry and the work PPMA does. Revenue generated through Mainframe subscriptions goes right back to the marketing effort to grow the entire industry.

As the voice of our industry, PPMA works tirelessly to develop programs that show the role pest control professionals have in protecting families, homes, businesses and the nations’ food supply from the threat of pests. To learn more, visit [PPMAMainframe.org](http://PPMAMainframe.org). 📍

benefits of Mainframe and how it has helped their company grow year after year. For them, the value is priceless.

“Our company hasn’t always had a full-time marketing person. It has always fallen on somebody’s shoulders, and a lot of times, on my shoulders,” said Court

Parker, CEO of Bug Busters.

“Utilizing PPMA’s Mainframe, we’ve been able to avoid outsourcing some projects and accomplish them in-house without hiring a full-time marketing coordinator.”

For Audrey Hall, president of Eco Serve Pest Services, Mainframe saves her time and

## UNDERSTANDING CONSUMER ATTITUDES

### FROM FOCUS GROUPS

to questionnaires and online polls, research has informed business practices for decades. It is not only one of the most effective ways to understand customers, stakeholders and potential targets, but it also enables firms to stay up to date with market trends. The research landscape has boomed over the last decade, and PPMA has continually evolved alongside it.

The research program led by PPMA has grown extensively throughout the last 25 years. It expands beyond numerical figures and data and extends to the emotions, perceptions and interests of the consumer audience. Each year, PPMA conducts a series of polls and surveys and utilizes artificial intelligence (AI) research to better understand

consumer attitudes, as well as perceptions and usage of pest control services. “No matter the size of the organization, PPMA’s consumer research is an invaluable tool in supporting business initiatives of pest control companies,” said Cindy Mannes, executive director. “This research informs media relations efforts and provides tactical guidelines to resonate with various audiences.”

PPMA also examines consumer behavior from different angles and with unique tools. In 2021, PPMA surveyed a nationwide sample of homeowners to understand pest control usage and perceptions across distinct audiences. This research data yielded consumer profiles for each generation (from baby boomers to Gen Z). It helped define communication preferences, level

of interest in service offerings and other subject areas relevant to the industry.

To better serve its audiences, PPMA continually adapts to the ever-changing technological landscape of this century. One of the recent innovations that continues to prove beneficial is AI-powered research.

AI allows PPMA to analyze consumer behavior and engagement to determine the most problematic pests nationwide, as well as any potential health and home threats. Its Living Survey crawls Twitter and consistently tracks how people are engaging on various pest topics. Every

month, PPMA compiles the relevant findings into easily digestible reports, which are then shared with Mainframe subscribers and other PPMA stakeholders. These AI reports keep industry members abreast of the latest pest trends and aid companies in their decision-making processes and marketing strategies. 📍



# DIGITAL FOOTPRINT REACHES NEW AUDIENCES



**A**s the digital world has evolved, so have the ways in which PPMA reaches new, engaged audiences. Over the past 25 years, the digital space has grown into an extremely popular medium for advertising, which is why PPMA continues to expand its presence in this arena.

To complement its organic initiatives, PPMA now utilizes paid campaigns on Facebook, YouTube, Pinterest, TikTok and Instagram to reach relevant audiences in today's digitally connected world, all while driving valuable traffic to its consumer websites. With more than 302 million social media users in the United States, the Professional Pest Management Alliance recognizes the massive potential for exposure and continues to navigate digital marketing with organic and paid initiatives.

## @PestWorld on Meta (Facebook & Instagram Ads)

Launched in November 2012, PPMA's Facebook page now boasts the largest following of all its social media properties with more than 70,000 page likes. It posts fun, engaging and informative content daily and hosts Facebook Live chats timed to PPMA's various awareness celebrations including Tick Awareness Week and Bed Bug Awareness Week, which generated more than 24,000 views in 2022.

Advertising on Facebook is one of the most effective ways for PPMA to reach its target audience of American consumers who are likely to hire a pest control professional. Campaigns on Facebook help drive significant traffic to PestWorld.org and PPMA's various microsites including Out of Sight, PestWorld.org, TickTalk.org and

PestWorldForKids.org. In 2022, PPMA used the retargeting functionality of Facebook ads to reconnect with users who have previously interacted with PestWorld.org and the Find A Pro ZIP Code Locator tool.

In 2022, PPMA began piloting its advertising presence on Instagram in the form of Instagram Story ads. These ads allow PPMA to tap into a new user base on Instagram without having an organic presence on the platform. These ads also drive users to various articles on PestWorld.org and PPMA's project microsites.



Various PPMA Facebook posts (ads and Live Chats) and Instagram posts (Stories).



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"Control Solutions Inc. applauds PPMA for 25 incredible years of industry education and growth, and thanks Cindy Mannes for her incredible contribution to PPMA and the pest management industry."



**CSI-PEST**

[csi-pds.com](http://csi-pds.com)

### @PestWorld on YouTube

With over 15 years on the platform, PPMA's YouTube channel has garnered more than 17.8 million organic views of its expansive video library of pest prevention tutorials, educational public service announcements, and a plethora of jaw-dropping video projects showcasing the health and property threats posed by pests. Each year, PPMA executes new, exciting video campaigns to make pest education and prevention an



This termite "Will They Eat It?" YouTube video featuring NPMA entomologist Mike Bentley has racked up more than 300,000 views.

interesting and relevant topic for today's consumer. With each new video, PPMA updates the PestWorld YouTube channel to serve as a current resource for fellow industry members to educate the public on the importance of leaving pest control to the professionals.

### @PestWorld on Pinterest

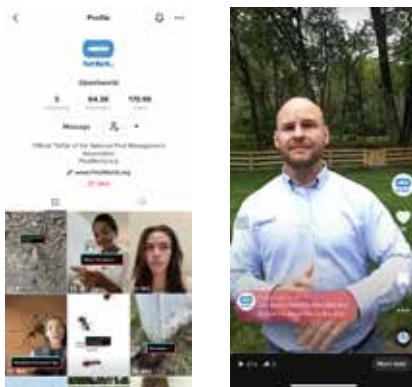
For more than 10 years, PPMA's Pinterest profile has served as a hub for family-friendly educational content on pests. Eye-catching original graphics and close-up shots of pests direct an audience comprised mostly of parents and teachers to informative articles on PestWorld.org and educational games, crafts and lesson plans available for free on PestWorldForKids.org. Advertising campaigns allow PPMA to share new content with Pinterest users in search of pest control tips and kid-friendly activities.

### @PestWorld on Twitter

PPMA's Twitter platform has been a beneficial tool for educating consumers about threats posed by various pests. Although focused on organic growth, this platform has aided in driving traffic to consumer websites. From sharing prevention tips to highlighting awareness weeks and other PPMA projects, PestWorld's Twitter account posts various engaging content relevant to pest control companies and consumers.

### @Pestworld on TikTok

In 2021, the team turned to TikTok as a means to interact directly with new demographics, especially younger digital audiences. Rather quickly, PestWorld's TikTok proved that consumers crave educational — and often skin-crawling — content, such as its bed bug hatching video, which sparked a remarkable 2.2 million views.



Left: PestWorld's TikTok account; right: A Mike Bentley TikTok video...about ticks.

In just over a year since its establishment, the PestWorld TikTok page has grown to upwards of 64,300 followers and counting. While its organic presence on TikTok has been nothing short of a success story, TikTok advertising has played a major role in driving website traffic and user engagement.

### Beyond Social

Beyond social media, PPMA continues to run content syndication campaigns year-round to drive traffic to its consumer-facing websites. Campaigns are designed to educate target audiences about seasonal pest threats and bring awareness to new project

microsites. Beyond leveraging its expansive website resources to reach new and engaged audiences, these content syndication campaigns further establish PPMA as the trusted resource on all things pests by placing their educational content on popular news sites, including MSN, CNN, Yahoo! News and FOX News, among others.

Social media is, and will continue to be, an effective strategy to meet target audiences and advocate for the pest control industry. Not only does this digital strategy position PestWorld as an established resource for all things related to pests, but it also provides valuable support to PPMA's investors who can seamlessly repurpose this well-thought-out social content to their respective existing and potential customer base.

In the digital world, things change on a dime and there is something new to learn every day, which is why PPMA continues to keep a close eye on the digital marketing space to effectively determine when certain tactics are outdated and quickly capitalize on incoming trends for its multi-platform content strategy. 🔄



PPMA distributes educational content like this article via various news sites like CNN.

## WANT TO CONTRIBUTE?

**ALL OF THESE SOCIAL** media and website videos, content and posts aren't free! Are you ready to support this proactive public relations program?

PPMA offers a number of investment opportunities to accommodate pest control companies of all sizes. Join PPMA as the organization works to grow, protect, defend and promote the professional pest control industry to residential and commercial audiences nationwide!

PPMA is funded 100 percent through voluntary donations from generous pest control firms and members of the supplier community. It is not a part of NPMA membership dues, but a separate, conscious financial contribution to help market pest control services.

For additional information on PPMA or to pledge your support, contact PPMA at [ppma@pestworld.org](mailto:ppma@pestworld.org).



Veseris is an agile, independent distribution company motivated by the mutual success of customers and suppliers. As an involved member in national and regional professional associations and events, we're working hard to advocate for the industries we serve. We are just as proud to be a founding and continuing member of PPMA with their focus on growing the marketplace adding to the success for us all.

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**PROUDLY  
SUPPORTING  
PPMA**  
as a founding  
member for  
**25 YEARS!**



# PPMA THROUGH THE YEARS

The Professional Pest Management Alliance accomplished a lot in 25 years! The following timeline highlights some of PPMA's most important moments from 1997 to 2022.

## 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.



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

## 2002

**January** — BOD approves marketing communications plan and budget in the \$1 million

## 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.



range; PPMA's first paid TV commercial, "The Greatest Dad," runs on 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's PestWorld convention, showcasing the professionalism of the industry and firmly establishing pest control operators as protectors of health, food and property.

## 2004

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

## 2005

**February** — PPMA commissions a national survey to measure the public's 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.

## 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.





## 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 **WhatsIPM.org**, an educational resource positioning NPMA and the industry as leaders in IPM. The site features a virtual home tour, and 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** — 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 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 and 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 and 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 releases 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 messaging with the media.



**August** — PPMA coordinates with the CDC 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 today's social media presence.

**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 PMP, to solve pest mysteries.

## 2013

**March and 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

### 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 a library of broadcast PSAs, producing and distributing 20+ high-quality spots in a variety of TV and radio formats.



### 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.



### 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, social media and public relations materials.

**March** — [PestWorld.org](http://PestWorld.org) undergoes a redesign to translate across all devices and provide users with a more personalized experience.

## 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. PPMA also developed a How-To Apply Insect Repellent online video at the request of the Centers for Disease Control and Prevention.



**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 Tom 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 launches its Faces of PPMA Campaign to showcase the men and women behind the organization.



**February and 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** — Tom Fortson announces his retirement as PPMA Board Chairman after 14 years of service. Bobby Jenkins steps back into the role he had previously held and continues to lead the organization forward.

**September** — PPMA conducts consumer

research exploring millennial, Gen X and baby boomer perceptions and buying behaviors in regards to professional pest control services.

### 2018

**May** — PPMA shares the results of its Tiny Termite House project, revealing the destructive nature of termites like never before. The results are shared with media, securing wins with Fox News, the Weather Channel and Insider and posted online accumulating more than 1 million video views. Visit [TinyTermiteHouse.PestWorld.org](http://TinyTermiteHouse.PestWorld.org).



**August** — PPMA releases its latest forecasting tool called Vector Sectors, which lists the top 10 U.S. cities with the greatest risk for pest pressure from vector pests. The media responds with hundreds of news articles covering the list.

### 2019

**January** — PPMA turns on its new consumer survey tool and begins using artificial intelligence to track engagements around pests and pest control topics. The data captured is shared monthly with PPMA investors to help firms better understand what is trending and gaining traction across the U.S.

**July** — PPMA debuts “Will They Eat It?” across its social media properties and turns on a new microsite for consumers to learn about termites. The exciting and humorous six-part video series hosted by Dr. Mike Bentley shows viewers what happens when everyday objects

## PIVOTAL PPMA MOMENT

### NPMA BUG BAROMETER MAKES ITS DEBUT

**When:** March 2015

**Why It Matters:** This semi-annual forecast allowed PPMA to gain media traction with an accurate prediction of the pest pressure index that regions will experience during the year. The Bug Barometer is the result of research conducted by the PPMA team and NPMA entomologists. The forecast has become a mainstay on the Weather Channel.



# THANK YOU FOR BEING A PILLAR OF OUR INDUSTRY

## CONGRATULATIONS ON 25 YEARS

Over the past 25 years, PPMA has supported the industry and inspired all of us to lift pest management to new heights. Just as PPMA is a strong industry pillar, the FMC True Champions program is built upon three fundamental pillars: industry commitment, business building solutions, and product rewards for PMPs. Thank you for 25 years of exemplary service to the pest control industry.



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The FMC logo consists of the letters "FMC" in a bold, red, sans-serif font, set against a white rectangular background.

like greasy fast food, books, money and even headphones are placed into a tank of 100,000 hungry termites. Visit [WillTheyEatIt.PestWorld.org](https://www.pestworld.org).



## 2020

**March** — The global pandemic stops the world in its tracks. PPMA works alongside NPMA to share communications strategies for pest control companies to engage with their customers and provides suggested messaging and marketing advice throughout the COVID-19 era.

**June** — PPMA shares the results of its metal ant nest excavation project, showing how these pests live and work in large, complex colonies. The campaign release generates more than 10 million impressions and nearly 100,000 video views.



**October** — In *Rodents Revealed*, PPMA works with the New Orleans Mosquito, Termite and Rodent Control Board (NOMTRCB) to give consumers an up-close look at mice and rats, helping homeowners and businesses understand rodent habits, threats and the importance of prevention. Visit [RodentsRevealed.PestWorld.org](https://www.pestworld.org).

## 2021

**April** — PPMA tests the temperature of TikTok and finds it is an ideal platform for

## PIVOTAL PPMA MOMENT

PPMA CITED AS THE #1 DRIVER OF INDUSTRY GROWTH IN PCT ARTICLE

**When:** May 2022

**Why It Matters:** The work PPMA does to market professional services to consumers and commercial audiences benefits the entire industry. While it serves everyone, it is still only funded by several hundred investors from PMP companies and the supplier community. Are you on that list?

## PIVOTAL PPMA MOMENT

CONSUMER WEBSITES SEE MORE THAN 8.1 SESSIONS ANNUALLY

**When:** Ongoing

**Why It Matters:** PPMA's marketing programs drive consumers back to two websites, [PestWorld.org](https://www.pestworld.org) and [PestWorldforKids.org](https://www.pestworldforkids.org), in addition to several microsites. There, visitors learn about pests and seek advice for how to prevent infestations and protect property. They also can access the ZIP Code Locator of NPMA members in their area. It adds up to more than 8.1 million sessions on average each year. That's 76 times the number of people that can fit into Michigan Stadium (capacity 107,601).

sharing all types of “buggy” content with key audiences. Several months later, the organization strikes gold with its own TikTok of a bed bug hatching and receives more than 2.2 million views.

**May** — PPMA unveils [TickTalk.org](https://www.ticktalk.org) during its inaugural Tick Awareness Week. Recognized by Chase's Calendar of Events, the goal of Tick Awareness Week, which also occurs during Lyme Disease Awareness Month, is to help educate consumers about the dangers associated with ticks and how to limit exposure to this disease-carrying pest.



**June** — PPMA secures an appearance on “Good Morning America” to talk about summer pests like mosquitoes, ticks and stinging insects, as well as the emergence of Brood X Cicadas.



**July** — PPMA books Dr. Jim Fredericks on “The Today Show” for a six-minute segment about tick prevention/control.

**October** — Out of Sight, the latest project from PPMA, shows consumers how pests like rodents and cockroaches traverse kitchens and bathrooms when no one is watching. From the dish sponge and fruit bowl to towels and toothbrushes, these pests covered a lot of ground. Visit [OutofSight.PestWorld.org](https://www.outofsight.pestworld.org).

## 2022

**January** — PPMA turns 25 and celebrates by achieving its fundraising goal of \$2.5 million in annual pledges to power PPMA's consumer marketing and communications program.

**March** — PPMA releases new video projects: “You Won't Believe This” highlights little-known facts/risks about mosquitoes, termites and bed bugs; “Bug Battles” animated videos show hypothetical match-ups between two different pests, leaving viewers to guess who will be crowned champion; and a custom-animated series demonstrating the spread of invasive pests throughout the U.S., including the spotted lanternfly, brown marmorated stink bug and red imported fire ant, among others.



**JUNE** — Executive Director Cindy Mannes announces her retirement and the search begins for her successor. Collectively, Mannes has served in this role for 16 years.

**July** — Dr. Jim Fredericks appears on “Good Morning America's Weekend Download” to talk about how Americans can protect against ticks and urged viewers to contact a pest professional to address ticks on their property. 🦋



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22"W x 9"H x 6"D





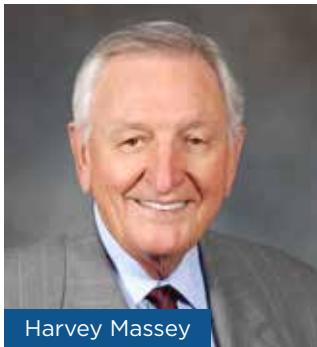
# A TEAM EFFORT

The Professional Pest Management Board of Directors has read like a “who’s who” of the industry for the past 25 years. There have only been three chairmen of the board: Harvey Massey, Tom Fortson and Bobby Jenkins. But they couldn’t do it alone. Here we take a look at the three men who have held chairman position, the legacy of what they’ve contributed to the organization and others in the industry who have devoted themselves to this industry awareness effort.

## HARVEY MASSEY

**Company:** Massey Services, Orlando, Fla.  
**Years as Chairman:** 1997-2000

**PPMA Highlights:** As PPMA’s first chairman, Harvey Massey helped get the fledgling group off the ground. It’s hard to believe now but there was skepticism whether or not the Industry Awareness Council (which later became PPMA) could accomplish its early goals. IAC’s mission, according to promotional materials, was to gather PCOs, distributors and manufacturers who would “join forces to create a marketing campaign designed to grow the base of the industry and to put out positive messages about the benefits of professional pest control services.” After two executive directors left early on, Cindy Mannes was hired very shortly after Massey’s departure.



Harvey Massey



Tom Fortson

## TOM FORTSON

**Company:** Terminix Service, Columbia, S.C.

**Years as Chairman:** 2003-2017

**PPMA Highlights:** With a 14-year tenure, Tommy Fortson is PPMA’s longest-serving chairman. “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,” he says. “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. I know (PPMA) will continue to grow as companies continue to work together to promote, protect and defend the professional pest management industry.”

## BOBBY JENKINS

**Company:** ABC Home & Commercial Services, Austin, Texas

**Years as Chairman:** 2001-2003; 2017-present

**PPMA Highlights:** Bobby Jenkins helped guide PPMA through the COVID-19 pandemic. In the spring of 2020, the industry was deemed an essential service, and PPMA worked tirelessly to communicate that messaging to the public. “It’s hard to believe that we have been working at this for 25 years now — working hard to preserve and protect the industry, and in turn, our livelihoods. But I guess it’s true what they say that time really does fly when you’re having fun,” Jenkins says. “Put simply, PPMA has been working for our future.”



Bobby Jenkins

## PPMA’S LEADERSHIP TEAM

### THE PPMA EXECUTIVE COMMITTEE AND AT-LARGE MEMBERS (AS OF SEPTEMBER 2022):

#### Executive Committee

- Bobby Jenkins, Chair, ABC Home & Commercial Services
- John Myers, Vice Chair, Rentokil North America
- John Wilson, Vice Chair, Rollins
- Mike Rottler, Treasurer, Rottler Pest & Lawn Solutions
- Dominique Stumpf, Chief Executive Officer, NPMA
- Cindy Mannes, Executive Director, PPMA

#### At-Large Members

- Barbara Aguiar, BASF
- Dan Carrothers, FMC Corporation
- Bert Dodson Jr., Dodson Pest Control
- Bob Dold Jr., Rose Pest Solutions
- Tom Fortson (Emeritus), Terminix Service
- Mike Givlin, Certus Pest
- Chris Gorecki, Rollins Inc.
- Steve Gullickson, MGK
- Russell Ives, Rose Pest Solutions
- Lex Knox, Terminix Service
- Justin McCauley, McCauley Services
- Trace McEuen, Vesperis
- Anthony Massey, Massey Services
- Harvey Massey (Emeritus), Massey Services
- Marillian Missiti, Buono Pest Control
- Mark Neterer, Corteva Agriscience
- Brett Ponton, The Terminix International Co.
- Scott Reasons, Syngenta
- William Tesh, Pest Management Systems
- Joe Thomas Jr., Arrow Exterminators
- Ross Treleven, Sprague Pest Solutions
- Gokhan Vergon, Bayer Environmental Science



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# Congratulations on **25 years.**

Through visionary leadership, the Professional Pest Management Alliance has been a defining voice in our industry, helping individuals and businesses understand the value and vitalness of pest management.

On behalf of the 10,000+ teammates at Terminix®, we congratulate the PPMA for their significant contribution to our industry and look forward to a continued partnership in the years to come.



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