



Sponsored by:



Meet the ELP Class of 2025



Amanda Forrestall

Pest-End, Inc.

Company HQ Location: Plaistow, NH

Company Annual Revenue: \$5 million - \$20 million

Email: afortrestall@pestendinc.com

Cell Phone: 978-807-7945

Birthday: April 29

Amanda Forrestall is a dedicated leader in the pest control industry, serving as the second-generation owner and CFO of Pest-End. With a deep-rooted understanding of the industry's evolution from an early age, Amanda's journey began over two decades ago when she joined her parents in the family business while pursuing her high school and college education. Upon graduating in 2005, Amanda assumed the roles of Office Manager at Pest-End's New Hampshire location and Human Resources Administrator. Her hands-on experience across various facets of the business played a pivotal role in accelerating the company's growth. Armed with licenses in Massachusetts Category 41 and New Hampshire Supervisory General Pest Control, Amanda's expertise and dedication quickly became evident. In 2017, Amanda elevated her responsibilities, taking on the roles of CFO and Human Resources Director. Under her leadership, Pest-End witnessed a revitalization of recruitment and hiring processes, reflecting Amanda's commitment to excellence. Her true passions lie in delivering exceptional customer service, empowering employees through training, and active community engagement. Named President of Pest-End in 2023, Amanda now steers the company toward continued success, working closely with her team to ensure alignment with Pest-End's mission. In 2023, she also took on the role of Marketing, significantly expanding Pest-End's social media reach through engaging and informative content. Amanda's dedication to industry advancement is further reflected in her role as Chair of NPMA's Employee Recruitment and Retention Committee, along with her involvement in Professional Women in Pest Management. Beyond her professional achievements, Amanda is a devoted advocate for community service, actively participating in local chambers. Her contributions were recognized by the Southern New Hampshire Chamber of Commerce, naming her one of their Hidden Gems within the community. Additionally, she serves as the PTO Secretary for her

children's school, showcasing her dedication to supporting education and community initiatives.



Anneke Cannon
Sage Pest Control

Company HQ Location: Lindon, UT
Company Annual Revenue: \$5 million - \$20 million
Email: anneke@sagepest.com
Cell Phone: 435-817-3821
Birthday: August 6

As a seasoned entrepreneur with a decade of experience in business development, operations, sales, and marketing, I bring a unique blend of skills to my role as Chief Operating Officer at Sage Pest Control. My leadership style is driven by passion and intuition, and I thrive on motivating and inspiring those around me with my positive attitude and can-do energy. At Sage, I oversee our operations across Sales, Marketing, Service, Support, and Human Resources. My focus is on tracking key performance metrics to enhance both customer and employee experiences, ensuring smooth operations across the board. I also spearhead our marketing initiatives to drive growth and boost brand visibility. My academic background includes a Master of Business Creation degree from the University of Utah, where I graduated Cum Laude in 2020. This education has complemented my practical expertise, equipping me with a well-rounded skill set to tackle complex business challenges effectively. Beyond my professional life, I'm a dedicated wife and mother of two. I'm passionate about powerlifting, hiking, and running, and I love unwinding with puzzles, books, and board games in my free time.



Cameron Yamaura
Pointe Pest Control / PestCo

Company HQ Location: Clayton MO
Company Annual Revenue: Over \$50 million
Email: c.yamaura@pointepest.com
Cell Phone: 541-248-7490
Birthday: November 8

Cameron Yamaura is a seasoned pest control professional with over 15 years of experience in sales, customer service, and management. Currently serving as a Regional Sales Manager at Pointe Pest Control, Cameron leads a team of 14 Sales Inspectors across the Mountain West Region. Prior to leading the Sales Team he was the Oregon Entity Manager responsible for building Pointe Pest Control branches in Portland/Vancouver, Salem/Albany/Eugene, Bend/Redmond, Olympia, and Medford/Ashland. Known for his confident communication skills and a genuine commitment to leadership, he also contributes as a Board Member and Education Committee Member for the Oregon Pest Control Association (OPCA).



Dawn Cooperider
Preferred Pest Control, LLC

Company HQ Location: 14375 US Hwy 71 in Savannah, MO 64485
Company Annual Revenue: \$1 million - \$5 million

Email: dawn@toughonpests.com
Cell Phone: 816-261-6785
Birthday: December 19

Dawn Cooperider is the co-owner and leader of Preferred Pest Control, a thriving pest management company based in the Midwest. With a rich and diverse background, Dawn's career journey is a testament to her resilience, adaptability, and commitment to excellence. Dawn began her professional path in health information management, where she worked as a consultant for over 20 physician offices in the Kansas City metro area. Her career took a significant turn when her father-in-law, the founder of Preferred Pest Control, was diagnosed with cancer. Stepping up to support her family, Dawn transitioned into the pest control industry, initially managing the office and gradually taking on more strategic roles as the business grew. Under Dawn's leadership, Preferred Pest Control has seen remarkable growth and expansion. Alongside her husband, who manages field operations, Dawn has relocated the business twice, added a wildlife division, and built a strong, dedicated team of 20 employees. Her roles have evolved from office management to accounting and marketing, showcasing her versatility and strategic vision. Today, Dawn focuses on leading the company, ensuring operational efficiency, and fostering a positive, inclusive workplace culture. Dawn is also deeply committed to her community. She has served as a board member for the Savannah Chamber of Commerce, the St. Joseph Chamber of Commerce, the St. Joseph Junior League, and the Allied Arts Council of St. Joseph, MO. Her involvement in these organizations has honed her skills in community engagement and business development. Dawn is also a long-time member of the Diplomats Club with the St. Joseph Chamber of Commerce and a dedicated volunteer for the Ruby Resident Theatre and Performing Arts Association. A forward-thinker, Dawn is passionate about leveraging technology to enhance business operations. She has successfully implemented custom AI tools at Preferred Pest Control, demonstrating her innovative approach to problem-solving and her commitment to continuous improvement. Dawn holds an associate's degree and is a licensed pest control operator with a Bat Standards 1 certification. Her core values of family, community, innovation, and leadership guide her actions and decisions, both personally and professionally. Through her unique experiences and unwavering dedication, Dawn Cooperider exemplifies the qualities of a dynamic and effective leader, making significant contributions to her industry and community.



Greg Canning

Economy Exterminators

Company HQ Location: Apex, NC

Company Annual Revenue: \$5 million - \$20 million

Email: greg.canning@callecon.com

Cell Phone: 919-961-5729

Birthday: October 12

I came to the industry by a circuitous route, and one that I have found is unusual when compared with others that I've met so far: I was an aspiring academic in the humanities (philosophy). In 2011, I completed my Ph.D. from The Catholic University

of America (CUA) in Washington, DC, and was looking for a tenure track position. Unfortunately, the universities where I had prospects of being hired often had hiring freezes--this was the time when the "Great Recession" of 2008 finally affected the universities. After teaching as an adjunct professor for several years, my wife and I decided it was time for a change. We relocated to my hometown of Apex, NC and I began working for the family business, Economy Exterminators, as the Human Resources Manager (I got my SPHR certification in 2015). My father, uncle, and grandfather had started Economy in 1976 when they had both graduated from college and didn't know exactly what they wanted to do for a career. It seemed like it was history repeating itself when I joined the company. Clearly, I had never had plans of joining the family business due to my career trajectory in academia, but I soon witnessed the transformation in the industry--technology and professionalism had completely altered Economy, and it was impressive. (I had worked as a PMP during my summer vacations between semesters in undergrad so I knew what the industry, and business, looked like beforehand.). After working to develop the HR department, I hired my replacement (who is still with the company) and moved in to learn the operational side of the business. My uncle retired from the business in October 2022, and I am taking over his half; so my dad and I own the company 50/50. Although things didn't work out as I had originally planned, I am pleased to be part of an important industry where I have opportunities to contribute and continue to learn from others with more experience than myself. On the personal side, I am married with 4 children (2 daughters and 2 sons). It is a good thing I pursued my Ph.D. because it was at CUA that I met my wife.



Jason Powell
Waynes Pest Control

Company HQ Location: Birmingham Alabama
Company Annual Revenue: Over \$50 million
Email: jason.powell@callwaynes.com
Cell Phone: 256-424-3422
Birthday: July 21

Jason Powell is a Vice President of Operations in the pest control industry with over 11 years of experience in driving operational improvements and fostering a positive organizational culture. Known for his strategic focus on hitting performance targets and exceeding KPIs, Jason implements data-driven strategies that boost productivity, profitability, and customer satisfaction. Dedicated to leadership development, he builds high-performing teams by nurturing talent, promoting collaboration, and implementing growth-focused programs. Jason's balanced approach of operational efficiency and people-first leadership has led to sustainable growth, strengthened company culture, and scalability.



Jerry Omoruyi
Adibug Pest Control

Company HQ Location: Portsmouth, VA
Company Annual Revenue: Under \$1 million
Email: support@adibug.com

Cell Phone: 929-370-5872

Birthday: April 12

I began my journey in the pest control industry in 1998, shortly after graduating from high school. While waiting to start college, I took a job in cleaning, where I was introduced to pest control services through the same company. This early experience sparked my interest, and I worked there for three years before continuing my education. After college, I found myself drawn back to the industry, and over the years, I gained valuable experience working with companies such as All Platinum Pest Control and Orkin Pest Control. Today, I am the owner and CEO of Adibug Pest Control, a company I established with the vision of making pest control services locally accessible to every community. My goal is to deliver safe, effective pest management solutions that prioritize both environmental responsibility and customer satisfaction. In my role, I focus on innovative, eco-friendly approaches to pest control that meet the unique needs of each community we serve. Currently, I am pursuing an MBA in Project Management from Liberty University to strengthen my business skills and further enhance the strategic growth of Adibug Pest Control. My career has been dedicated to refining the quality, accessibility, and sustainability of pest control services, and I am excited about continuing to advance the industry through both experience and education.



Jonathan Swomley
PermaKill Exterminating

Company HQ Location: Flanders, NJ

Company Annual Revenue: \$1 million - \$5 million

Email: jonathan@permakillexterminating.com

Cell Phone: 973-945-7984

Birthday: September 5

My journey in pest management began as a summer job working for my father-in-law, but it quickly turned into a career about which I am deeply passionate. Over the years, I rose from technician to Operations Manager, where I've taken the lead on modernizing PermaKill's processes, transitioning us from paper to digital systems, and improving overall efficiency. My leadership style is rooted in my experiences as an Eagle Scout, my attendance at a military college, and my training through the Dale Carnegie course on effective communication and human relations. I believe in leading by example, supporting my team, and fostering a culture of continuous improvement. As I look to the future, my goal is to continue growing our family business, mentor new leaders, and give back to an industry that has given so much to me.



Lee Thompson
Certus Pest

Company HQ Location: Tampa, FL

Company Annual Revenue: Over \$50 million

Email: lee.thompson@certuspest.com

Cell Phone: 334-734-0024

Birthday: August 4

Growing up in a small town of about 3000 people, I never planned on attending a large university. I had a passion for architecture and design and eventually that landed me in architecture school at Auburn University. Like most students, my first major didn't stick. While I was in school, I landed my first management job, and I had a feeling that business might be something I would like. My father was a business owner with a 9th grade education. I watched him run a successful timber business with a work ethic like I've never seen. Looking back, I credit most of my success and work ethic today to my father for setting the example. After business school, I began working as a manager trainee for 84 lumber. This would be a great step for me as it really helped me understand managing multiple roles and leading team members like I'd never done before. As the industry leader in home building good, this is where I would truly start to understand "big business". In 2008, the housing market crashed & I was blessed to find a home as a District Sales Manager for Frito Lay. I would have to say that my 5 years at Frito did more for me than I could ever imagine. It was my first introduction to a true route-based business, but also was where I would develop tremendous data analytic skills that I still use to this day. I successfully managed a team of 10-12 salespeople that serviced accounts across north Alabama. After a little over 3 years, I was promoted to a WAM (Wal-Mart Account Manager) where I oversaw all Wal-Mart & Sam's Club Frito Lay business for North Alabama & Southern Tennessee. Towards the end of 2012, Frito Lay restructured and I decided to take a job with TMX Finance. I never saw myself as a loan officer, but really found a passion for helping clients with their needs. I had never had to manage accounts receivable up until this point in my career, but looking back now I learned valuable skills here that have only benefited me in my Pest Control journey. I decided to join Aramark in 2014 for the opportunity to get back in to a route based business. Working at Aramark gave me a new perspective around account management and another form of route business that I'd never experienced. My team was a set of dedicated uniform route technicians that serviced over 300 accounts per month. One of the key things I learned at Aramark was the skill of contract negotiations. Looking back, this experience has helped me when setting up legal agreements in the pest industry such as termite agreements. Every detail has to be address and this is something that I learned whole heartedly while working at Aramark. Near the end of 2015, I decided to take a call from a recruiter at Terminix. At the time I didn't realize that this would lead to a passion I never knew I had. The call was pretty simple. Terminix was looking for a leader, but I wasn't trying to get into the bug business. I asked the recruiter where the position was located, just out of curiosity, and she said Auburn, Al. At this time, my daughter was 2 and my son was just a week old. We were living in Huntsville, Al and not only was Auburn where I went to college, but it was about two and a half hours closer to family. After talking to my wife, I decided to take the job. My entire family thought I was crazy, especially my father. I'd found a great home at Aramark, was making great money, and it was a fortune 50 company. Looking back, joining Terminix was one of the best decisions I ever made. I truly enjoyed my near 5 years there and wouldn't trade it for anything. I fell in love with this industry. I led a small market and then one of the largest markets in the organization. This taught me business from the ground up and how to run a successful large business. In 2020, I was approached with the opportunity to co-found a new business. Reluctant, and

nervous about change, my wife and I decided to jump at the opportunity. With my partner & team that I built out, I was able to grow a business from scratch to a little over \$2.2m in revenue, in just two and a half years. I did this through using principles I learned throughout my career, but also by stepping outside the box and trying things I was never able to do in a big box environment such as, monthly billing, new age software, various service schedules. In the end, my partner and I had different goals, and it was best for me to step away from the business. When I decided to step away, I left the business in a great place and it's still thriving today. I was recruited to Certus by an industry friend that needed someone to handle various tasks and responsibilities around sales, marketing & leadership. At first, I was unsure about joining a private equity backed business. I had never worked in PE, and honestly had not heard the most flattering things. In my 2 years here, I can say this was 100% the right step for me. I stepped into a company that is truly trying to be the best pest control company in the country. We have an amazing leadership team & I've been able to learn from seasoned industry leaders, like our CEO Dave Bradford. At Certus, I have hand in multiple facets of our business. My title is Business Development/Mergers & Acquisitions, but I'm leading projects related to leadership, contracts, and sales. I feel like it's truly preparing me to continue making Certus the success story it's become.



Scott Broaddus
Hawx Smart Pest Control

Company HQ Location: Ogden, UT
Company Annual Revenue: Over \$50 million
Email: scott.broaddus@hawxservices.com
Cell Phone: 919-703-9904
Birthday: January 14

Scott Broaddus is a seasoned leader in the pest control industry with nearly two decades of experience, driven by a passion for innovation, entrepreneurship, and community engagement. A first-generation college graduate, Scott earned his degree in Business Management from the University of Kentucky in 2005, marking the beginning of a remarkable career in pest management. Scott launched his professional journey with Lesco, Inc. (now Site One), where he served as an assistant branch manager. This role introduced him to the intricacies of pest control and lawn care, laying the groundwork for his future in the industry. In 2007, Scott's career truly accelerated when he joined Bayer Environmental Science. Over his 14 years at Bayer, he held various pivotal roles, including Territory Sales Manager, Western Key Account Manager, Business Development Manager, and Digital Pest Management Business Lead. His tenure at Bayer not only honed his expertise but also deepened his commitment to advancing pest management practices. In 2018, Scott completed his MBA in Innovation Management from NC State University, further fueling his passion for entrepreneurship and business model innovation. This academic pursuit was complemented by his practical experience in the field, enhancing his ability to drive growth and change within the industry. In November 2021, Scott took on the role of Vice President of Expansion at Hawx Services, where he focuses on accelerating growth across the company's

operations. His strategic leadership and dedication to fostering a culture of collaboration have been instrumental in the company's success. Throughout his career, Scott has been actively involved in various local and state pest control associations, contributing as both a participant and a presenter. He values the camaraderie and knowledge-sharing that these associations provide, enhancing the industry as a whole. His engagement with the National Pest Management Association (NPMA) has also grown significantly, where he has served on the Leadership Development Group (now known as Lynx) and various committees, including the Commercial Committee and Employee Recruitment and Retention Committee. Outside of his professional endeavors, Scott enjoys a range of hobbies, including golf, working out, running, and participating in outdoor sports. A devoted family man, he resides in Apex, North Carolina, with his wife, Kathryn, and their daughters, Kaylen and Avery. Scott is also an avid supporter of Kentucky sports, including basketball, football, and horse racing. Scott's commitment to his community is evident through his annual support of Bella's Angels, a nonprofit organization in Apex that provides Christmas presents and essential items to families in need. With a passion for people, culture, innovation, and technology, Scott Broaddus continues to make a significant impact in the pest control industry and beyond.