

ABOUT THE SPEAKERS / MANAGEMENT SESSION

Raleigh Jenkins, President of ABC Pest Control in Austin, TX

Cindy Mannes, Cindy Mannes is currently the Chief Marketing and Strategy Officer for Arrow Exterminators. Family owned and operated since 1964, Arrow Exterminators is a \$100 million dollar full service pest and termite control company operating in 9 states. As a member of Arrow's executive committee, Cindy is responsible for overseeing all marketing efforts and assisting in guiding the company into the future. Recently Cindy was also assigned the responsibility growing and developing Arrow University – the professional development and training initiative.



Prior to her transition to Arrow and for the previous 7 years, Cindy Mannes had simultaneously held two positions -- both instrumental in support of the pest management industry. As a Vice President for the National Pest Management Association (NPMA), Mannes was responsible for educating consumers about all facets of pest management, from the benefits of selecting a professional to understanding IPM. She has been instrumental in enhancing the image and value to consumers of pest management professionals through her work with the local, state and national media. Additionally, she works continually to publicize the organization's efforts to affect public policy.

As the Executive Director for the Professional Pest Management Alliance (PPMA), Mannes oversaw the development of the advertising and public relations materials, seminars and online efforts designed to elevate the professionalism of all individuals involved with the industry. Mannes grew PPMA from a fledgling organization to a well respected and "well oiled PR machine" for the industry.

Named the "2003 Pest Control Professional of the Year" by PCT magazine as well as the 2005 Crown Leadership Award recipient, she's a sought after resource and thought leader within the industry, having served as Chair of the Committee on Children's Health, on the RISE communications committee and as a contributing writer to PCT magazine with her popular "Mannes on Marketing" column. She has shared her knowledge as an industry trainer on public relations, consumer attitudes, trends and growth opportunities for the pest management industry.

Mannes has had a long-standing and successful career in communications and marketing. She has applied her strategic, tactical and leadership expertise to help launch or reposition corporations, brands and products to business and consumer markets worldwide.

Justin McCauley, Justin McCauley

Vice President; Bug Man Pest Control

Benton, Arkansas www.bugmanarkansas.com



Justin McCauley serves as co-chairmen of NPMA's Leadership Development Group (LDG), vice president of Arkansas State's Pest Association, and other organizations that continue to expand his influence on our industry, on national and local levels. Justin is 3rd generation to The Bug Man in Benton, AR and has focused on technology to help his business be more efficient, more productive, and to track better results.

Joanne Tank, Joanne Tank is the Vice President and Chief Financial Officer for Buffalo Exterminating Co., Inc., in the metropolitan area of Buffalo, NY. Joanne is responsible for the company's financial functions including financial reporting, business analysis, financial planning, and cash management. Before her current position, Joanne spent time as a product manager at HSBC North America, worked at Citicorp and even participated in a New York City talk radio call-in show, answering questions about tax-savings investment vehicles available to individuals. Joanne is also on the Business Management Committee of the National Pest Management Association.

