



LEVEL UP

LEVEL UP IMPACT. LEVEL UP RESULTS.



2024 PPMA ANNUAL REPORT

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NPMA PRESIDENT



Faye Golden
Cook's Pest Control

LETTER FROM THE CHAIRMAN

Dear Friends and Colleagues,

The pest control industry is thriving, and our impact has never been stronger. Through the **Professional Pest Management Alliance (PPMA)**, we are improving public perception, ensuring more people than ever recognize the essential role we play in protecting health, homes, and the critical businesses and infrastructure that communities rely on—hospitals, food production facilities, schools, and more. The public is listening, demand for our services is growing, and the value of professional pest control has never been clearer.

But in today's fast-moving digital world, we can't afford to be complacent. The way consumers seek information is changing, and we must stay ahead of the curve. That's why we're leaning into a theme that reflects both the urgency and opportunity of this moment: **Level Up**. It's more than a rallying cry—it's a commitment to push our industry forward by investing in marketing and consumer education.

PPMA is leading the charge, delivering powerful campaigns that reach millions each year—placing ads, publishing articles, and producing videos that highlight the essential work we do.

This report offers a glimpse into that tremendous impact. And we're not stopping there. This year, we launched the all-new **PPMA Mainframe**, a one-stop marketing hub packed with tools and resources designed to help companies like yours take their outreach to the next level.

But **we can't do this work alone**. If you're already a Guardian, Contributor, or Supplier investor, thank you! Your support fuels everything we do. If you haven't joined PPMA yet, **now is the time**. This industry has unlimited potential, but we need everyone working together to realize it.

I believe in this work with all my heart. As a business owner and a proud Guardian investor, I've seen the difference PPMA makes—not just for my company, but for the entire industry. Imagine what we could accomplish if every company stepped up to support this mission. Together, we can transform the way the world sees us, drive business growth, and secure a thriving future for generations to come.

So, let's do this. Let's rise to the challenge, invest in our future, and show the world the incredible value we bring.

We're not just leveling up – we're leading the way.

With Gratitude and Excitement,



Bobby Jenkins
Chairman, PPMA
ABC Home & Commercial Services
Austin, TX



LETTER FROM THE EXECUTIVE DIRECTOR

Dear PPMA Supporter,

The past year was nothing short of extraordinary for PPMA as we did what we set out to do: Level up our impact and our results. Together, we helped consumers better understand the importance of pest control, kept families and businesses safe and healthy, and empowered companies to grow.

Our mission to promote, protect, and grow the professional pest control industry is a critical one, and we have the exciting privilege to educate residential and commercial audiences in innovative ways by using a variety of channels that resonate with their evolving needs.

This annual report highlights some of our proudest accomplishments. Among them, we extended the life of our 2021 *Out of Sight* project with the launch of our new series, *What Grows There*. Designed to shed light on the unseen dangers pests pose, this series has empowered homeowners with knowledge to protect their homes and families. The project's positive reception has ensured its value as a key educational tool for years to come.

Our media relations efforts reached new heights in 2024. Consumer placements in high-profile publications amplified nationwide awareness about pest-related risks, while commercial outreach delivered targeted messaging to decision-makers in industries where pest control is critical for compliance, reputation, and customer satisfaction.

A major highlight of the year was the redesign of Mainframe, which now boasts a sleek, modern interface and customizable features designed to improve the user experience. New tools like the favorites bar and trending content callouts make it easier than ever for subscribers to find the resources they need to help their businesses succeed.

Today's marketplace looks very different than it did just last year, and we are committed to staying ahead of the curve. While our foundational programming pillars remain strong, we've embraced the

opportunity to adapt in response to shifting consumer behaviors. Everything we do is rooted in data-driven insights. Our polls, surveys, and AI-powered analyses continue to provide a deeper understanding of our audiences and allow us to refine our messaging, strengthen marketing strategies, and address emerging trends.

None of this would be possible without you - our investors, suppliers, and the dedicated pest management professionals who drive this industry forward. Your contributions make every campaign, initiative, and outreach effort possible. When we work as one, we amplify the impact of our message and create new opportunities for all involved.

The journey continues, and I couldn't be more optimistic about where we're heading. On behalf of the industry, I want to thank you for your partnership and for believing in our mission. We're stronger as a team, and I'm excited to see how we'll keep advancing the industry through PPMA by finding new, powerful ways to make our message heard.

To continued success,



Jim Fredericks
Executive Director, PPMA





TAKE NOTE, TRAILBLAZERS...

HERE'S HOW WE
LEVELED UP OUR IMPACT
& RESULTS IN 2024.



EDUCATING CONSUMERS ABOUT PEST THREATS

In 2024, PestWorld.org and PestWorldForKids.org garnered over **5.6 million sessions**. Thanks to our search engine optimization program, as well as social media and media relations efforts, we've continued to be a go-to source for educational information about pests and the threats they pose. Our six large-scale project microsites also continued to be valuable resources for pest information, garnering over **470,000** total sessions.

MAIN SITES:

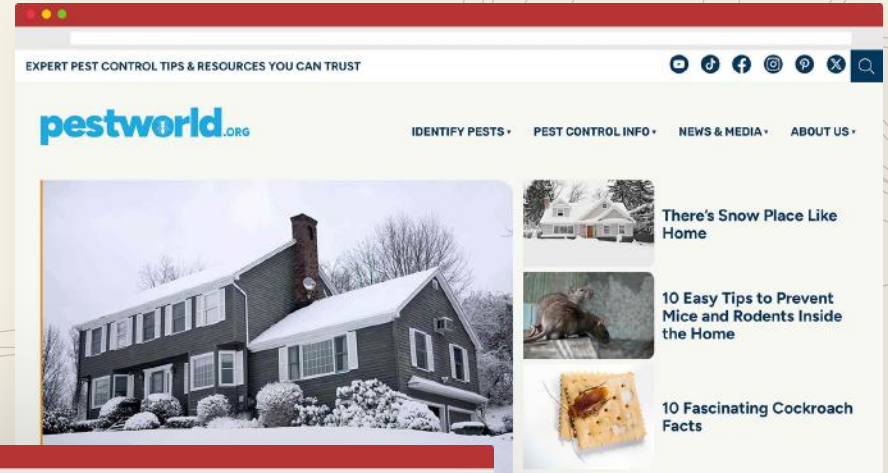


MICROSITES:

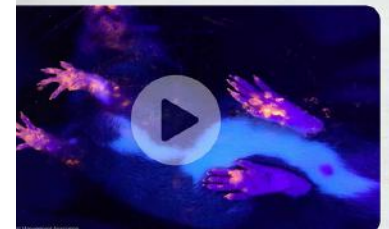


5.6 million
total sessions

470,000
campaign sessions



tion website of the National Pest Management Association
d facts, search for exterminators in your area, browse insect
specific household pests to help you prevent infestations.



Looking for a fun family activity?

EXPOSING THE **INVISIBLE** HEALTH RISKS OF PESTS

In our **“What Grows There”** video series, we uncovered the unseen threats pests like mice, cockroaches, and house flies pose to our health and homes. Partnering with the New Orleans Mosquito, Termite & Rodent Control Board, we took a closer look (literally) by swabbing pests to show the bacteria and diseases they carry.

Our goal was simple: to help people see the dangers they might not notice and give them the knowledge to protect themselves. The message resonated far and wide, generating **6.6 million impressions** on social media and content syndication, and another **139.4 million** media impressions. This campaign empowered consumers to take action and reinforced our mission to educate and protect the public against pest-related health risks.

| WHAT **GROWS** THERE



VIRAL VIDEO REACTIONS AND STREET SMARTS

We captured consumer attention with two dynamic video series launched on social media. **“Buggin’ Out: America’s Wackiest Pest Videos”** featured NPMA’s entomology team reacting to viral pest videos, blending humor with expert advice. The series resonated with audiences, garnering over **234.7K views** across platforms.

The second series, **“Mike on the Street”**, showcased Dr. Mike Bentley engaging with New Orleans locals and tourists in a lively, man-on-the-street format. Dr. Bentley quizzed participants on their pest knowledge and gathered entertaining personal stories, generating over **145K views**. These creative initiatives highlight PPMA’s ability to use social media to connect with audiences, educate the public, and spotlight the importance of pest control.



▶▶ EVERYTHING YOU NEED IN ONE PLACE

With every large-scale campaign, we upload a comprehensive toolkit to Mainframe. From social posts and logos to high-res images and video embed codes, these resources are ready for you to share with your customers.

Scan the QR code on the back of this report to get started!

BUILDING BUZZ AROUND PEST PROBLEMS

Our consumer media relations efforts in 2024 achieved exceptional reach and visibility, generating over **760 quality placements** and **1.1 billion impressions**. We spotlighted pressing pest issues, prevention strategies, and public health concerns through placements in prominent regional outlets and high-profile national publications, like AccuWeather, USA Today, AARP Magazine, U.S. News & World Report, and CNN Underscored.

Buzz off, mosquitoes! Here's why you could see more after the storm (+ what to do)

The Charlotte Observer

The 5 Worst Bugs For Your Home

These are the insects you definitely don't want to invade your home -- and here's how to handle them if they do.



Insects on vacation: How to spot them and how to avoid them

USA TODAY

Do Joro spiders bite?

AccuWeather

Are Joro Spiders Venomous? What to Know About the Giant Flying Spiders

Experts explain what to know about Joro spiders and if they're poisonous.

Prevention.

Woman Driving Rental Car Makes Shocking Realization After 3 Weeks

Newsweek

Scratching in the walls? Cobwebs in the corners? 13 fall pests and how to banish them

CNN underscored

Mosquito Season Is Getting Longer and Deadlier. Here's How to Avoid Getting Sick.

Rising global temperatures allow mosquitoes to breed for longer—and to spread more deadly diseases, like EEE

Outside

Are bed bugs making a comeback? How to identify risks and avoid an infestation

delaware online



760 quality placements

1.1 billion impressions



▶▶ MEDIA MADE EASY

Need help with media relations? Mainframe offers a library of ready-to-use resources, including talking points, customizable press releases, and editorial calendars for seasonal and year-round topics. With just a few clicks, you can download media materials, rehearse for interviews, or share with news outlets — everything you need to generate media buzz.

FORECASTING PEST PRESSURE

PPMA continued to deliver trusted seasonal weather forecasts, empowering consumers to stay ahead of pest challenges. Our entomologists analyzed how weather patterns influence pest populations regionally and nationwide, translating their findings into practical advice for year-round pest prevention. A robust media and digital strategy brought these insights to life, reaching audiences with actionable tips to protect their homes and health and earning key media placements in national outlets like The Weather Channel and CNN. Underscored as well as regional outlets highlighted in the forecasts.



bug BAROMETER | Fall & Winter 2024
Forecasted by the National Pest Management Association

Population Forecast

Region	Forecast	Key Pests
Northeast & New England	Unseasonably warm temperatures could allow tick and mosquito populations to remain active further into the fall and winter months. Expect the drop in temperature to increase rodent activity as they look to enter homes in search of warmth and food.	Ticks, Mosquitoes
Southwest	With forecasts calling for a mix of unpredictable conditions across the desert region, one pest prediction that homeowners can prepare for is an increase in rodent activity in and around homes this fall as temperatures drop and these pests search for warmth, food, and shelter.	Rodents
Northwest	Above-average temperatures predicted could lead to an increase in tick activity later in the year. The mountain region can also expect an increase in rodent pressure sooner in the year if cold temperatures arrive unseasonably early.	Ticks, Rodents
North Central U.S.	Homeowners in the region should prepare for increased tick activity this fall if warmer-than-average temperatures persist, as well as an increase in rodent activity in and around homes this fall as temperatures drop and these pests search for warmth, food, and shelter.	Ticks, Rodents
South Central U.S.	An unseasonably warm fall could allow mosquitoes to remain active later into the year than usual, increasing the number of "mosquito days" experienced in the region. Drier-than-average conditions could draw other pests including cockroaches indoors looking for moisture until winter temperatures arrive.	Mosquitoes, Cockroaches
Great Lakes, Ohio Valley & Midwest	Despite the potential for a mild start to fall across most of the region, expect the seasonal drop in temperatures to drive down wintering pests such as the brown marmorated stink bug and the multicolored Asian lady beetle into homes seeking shelter for the winter months. Homeowners in the Midwest may also see an increase in rodent pressure as these pests enter homes and businesses in search of shelter and food sources.	Stink Bugs, Lady Beetles, Rodents

Pest Key: ANTS, BROWN MARMORATED STINK BUGS, COCKROACHES, MOSQUITOES, MULTICOLORED ASIAN LADY BEETLES, RODENTS, TICKS

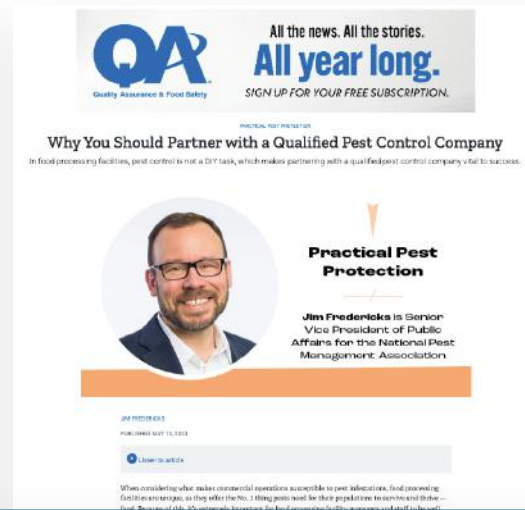
ELEVATING PEST CONTROL IN KEY SECTORS THROUGH COMMERCIAL MEDIA COVERAGE

PPMA amplified the voice of professional pest control within the commercial sector through strategic media relations efforts, securing **15 placements** that garnered **3.2 million impressions** across a variety of trade and industry outlets. Coverage highlighted the essential role pest control professionals play in maintaining operational excellence and safety across industries such as hospitality and facilities management. Key outlets featuring our message included CleanLink, Facility Executive, Hotel Management, Facilities Management Advisor, and Quality Assurance Magazine.

This diverse media presence reflects PPMA's commitment to reaching decision-makers in industries where pest control is vital to reputation, compliance, and customer satisfaction. By reinforcing the value of professional pest control in protecting public health and businesses, these efforts continue to elevate the industry's profile and underscore its critical contributions to operational success.

▲
15 placements

▲
3.2 million impressions



▶▶ MAKING COMMERCIAL CONNECTIONS

With a Mainframe subscription, you'll gain access to shareable tools to show commercial customers how pest control plays a role in meeting regulations, keeping customers happy, and protecting public health.

EDUCATING CONSUMERS ONE SOCIAL POST AT A TIME

Throughout the year, PPMA leveraged its expansive suite of social media profiles to break down pest prevention into relatable and easy-to-digest tips. Whether capitalizing on current trends or focusing on time-tested seasonal pest concerns, we reached consumers on platforms they love while providing valuable advice on pest-proofing their homes during the holidays or keeping bugs away from summer gatherings. More than **24.7 million organic impressions** later, the message was loud and clear: taking control of pests early is the best way to protect your space.

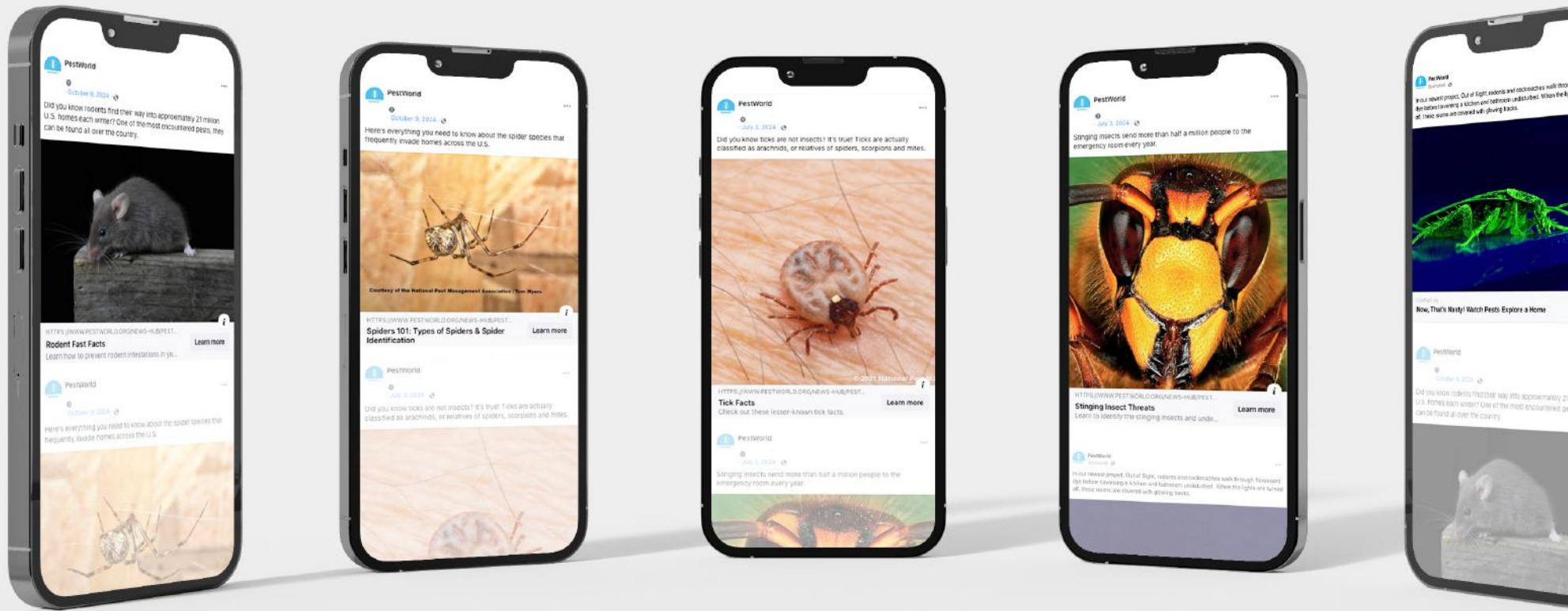


▲
24.7 million
organic impressions
▲



▶▶ STAYING SOCIALLY SAVVY

When it comes to marketing your pest control services, social media is the place to be. Every month, we add ready-made graphics and pre-written posts to Mainframe, designed to save you time while keeping your social channels engaging.



ADS THAT DELIVER: MAKING PAID MEDIA WORK SMARTER

Paid advertising is only getting bigger, and we made sure to take full advantage of it. By using platforms like Facebook, Instagram, YouTube, TikTok, and Pinterest, we reached over **68.5 million impressions**. Beyond social media, our content syndication on trusted websites brought in over **178.2 million** more impressions – that's the equivalent of reaching the populations of Germany and France combined. These campaigns are proof of the power of paid advertising, and we're excited to keep it front and center in our strategy in 2025 and beyond.

▲▲
68.5 million
 platform impressions

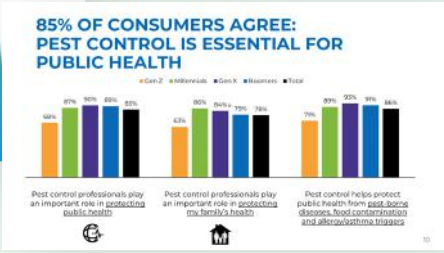
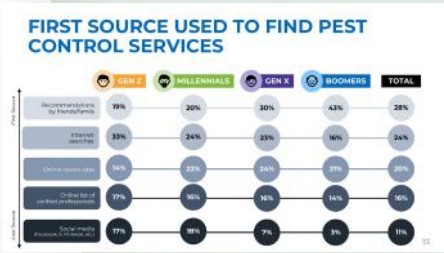
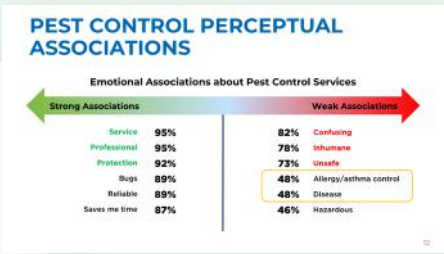
178.2 million
 content syndication impressions



A DATA-DRIVEN APPROACH TO UNDERSTANDING CONSUMER PERCEPTIONS

PPMA's research program continues to deliver vital insights into consumer perceptions and behaviors around pests and pest control. Each year, we conduct polls, surveys, and AI-powered analyses to track consumer sentiments, behaviors, and engagement with pest control services, identifying key pest threats and trends nationwide.

In 2024, we conducted the latest iteration of our Pest Control Attitudes and Usage Survey, building upon previous research from 2021 and 2017. This research empowers pest control companies to refine marketing strategies, enhance media outreach, and address consumer concerns effectively. Our comprehensive research library, available to Mainframe subscribers, remains a crucial resource, offering actionable data to help businesses connect with today's diverse audiences and adapt to industry trends.



35% of Americans are aware that exposure to pests in the home can worsen allergy symptoms.

Learn how to stay protected this season at PestWorld.org.

This survey was commissioned by the National Pest Management Association (NPMA) and conducted online by The Harris Poll in February 2024, among 2,046 U.S. adults ages 18+. For more information, please contact NPMA at TeamInfo@npma.org.

NATIONAL ASTHMA AND ALLERGY AWARENESS MONTH

NPMA
National Pest Management Association

37% of Americans would contact a pest control professional if they found **BED BUGS** in their home.

Head to PestWorld.org to find a pest control professional near you.

This survey was commissioned by the National Pest Management Association (NPMA) and conducted online by The Harris Poll in April 2024 among 2,046 U.S. adults ages 18+. For more information, please contact NPMA at TeamInfo@npma.org.

BED BUG AWARENESS WEEK

NPMA
National Pest Management Association

1 in 6 (17%) Americans call a pest control professional at the first sign of rodents in the home.

LEARN THE TELLTALE SIGNS OF RODENTS IN YOUR HOME AT [PESTWORLD.ORG!](https://PestWorld.org)

This survey was commissioned by the National Pest Management Association (NPMA) and conducted online by The Harris Poll in April 2024 among 2,046 U.S. adults ages 18+. For more information, please contact NPMA at TeamInfo@npma.org.

RODENT AWARENESS

NPMA
National Pest Management Association



▶▶ BACKED BY DATA

Sharing your message is one thing; it's another to make sure it resonates. Mainframe delivers exclusive research and AI insights monthly to help you understand consumer behaviors and stay ahead of trends.



PSA SPOTLIGHT: BRINGING THE MESSAGE HOME WITH “LESSONS LEARNED”

PPMA’s award-winning public service announcements continue to educate audiences nationwide on the importance of pest control. In 2024, we introduced the “**Lessons Learned**” PSA, which focuses on the valuable life lessons passed down through generations to help keep our homes safe and healthy. The PSA follows three different families, showcasing how daily habits – like sealing cracks, maintaining cleanliness, and managing food waste – can protect homes from pests like mice, ants, mosquitoes, and cockroaches. The campaign emphasizes the value of a pest-free home and the positive impact it has on family health and well-being.

Our PSAs aired an impressive **117.9K times** in top local and national markets, generating **268 million impressions**, with an estimated ad value of **\$18.9 million** – a **20% airings increase** from 2023.

STREAMING SUCCESS: BRINGING PEST PREVENTION TO ON-DEMAND AUDIENCES

Continuing our push into the digital space, the “Lessons Learned” PSA was also featured on Connected TV (CTV) platforms such as Hulu, Amazon, YouTube TV, and Paramount+, where it reached an even wider audience. The PSA ran for six months, accumulating over **2.4 million impressions** and over **1.3 million views**. With a view-through rate of **98.89%** (percentage of times the PSA was played to the end), the campaign performed exceptionally well, significantly surpassing the industry average of 90%.



268 million impressions

\$18.9 million media value

1.38 million streaming views

98.89% view through rate



▶▶ READY-TO-AIR PSAs

As a PPMA investor, you can find out where our PSAs are airing to complement local advertising efforts.



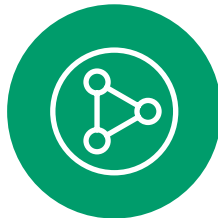
LOOKING FORWARD TO 2025



Introducing new research tools to forecast pest conversations, monitor trends through their lifecycle, and track demand.



Reimagining our Bugs Without Borders survey with more pests, more data, and more impact.



Testing new digital waters with paid ads on Nextdoor and programmatic audio platforms.



Expanding commercial programming with extensive research to better understand customers' needs and purchasing processes.



New year, new look for PPMA's brand identity.

TO OUR GUARDIANS

THANK YOU FOR YOUR SUPPORT IN GROWING,
PROMOTING, AND DEFENDING OUR INDUSTRY IN 2024

A & C Pest Management

ABC Home & Commercial
Services of Austin

ABC Home & Commercial
Services of DFW

Alford Pest Control

All-American Pest Control

Anchor Pest Control

Anticimex

Appalachian Pest Control

Arrow Exterminators

Arrow Pest Control

Big Time Pest Control

Bug Off Pest Control

Buono Pest Control

Cingo

Clint Miller Exterminating

Deans Pest Control

Dodson Pest Control

Ecolab

Four Seasons Pest Control

Gecko Pest Control

Green Pest Solutions

Harvest Valley Pest Control

Hawx Services

Hoffman's Exterminating

Legacy Termite & Pest Control

Legacy Termite and
Pest Control II

Lloyd Pest Control

Massey Services

McCauley Services

McDuffie Pest Control

Moxie Pest Control

My Pest Pros

Ned's Home

NuBorn Pest Control

Olympia Pest Management

Pass Pest Control

PCI Pest Control

Pest Management Systems, Inc.

Pest-End

Pestex

Peststop

Quality Pest Control

Quik-Kill Pest Eliminators

Rentokil Terminix

Rid-A-Bug Exterminating

Rollins

Rose Pest Solutions, IL

Rose Pest Solutions, MI

Rottler Pest Solutions

Sprague Pest Solutions

Suburban Pest Control
of New York

Terminix Company
of New Orleans

Terminix Company

Terminix Pest Control

Terminix Service

The Bug Master

Thomas Pest Services

Thorn Pest Solutions

Total Pest Control

ZipZap Termite & Pest Control

TO OUR CONTRIBUTORS

THANK YOU FOR YOUR SUPPORT IN GROWING,
PROMOTING, AND DEFENDING OUR INDUSTRY IN 2024

A+ Pest Management
A-1 Termite & Pest Control
AAA Pest Control
Aardvark Pest Management
ABC Home and Commercial Services of Houston
ABC Pest Control
Abell Pest Control
Accel Pest & Termite Control
Action Termite & Pest Control
Activ Pest Solutions
Adam's Pest Control
Admiral Pest Control
Aerex Pest Control Service
American Pest Control
American Pest Solutions
Anti-Pesto Bug Killers
Aptive Environmental
Arab Termite & Pest Control
Arizona Pest Control
Aspire Pest Solutions
B & T Pest Control
Beaverton Pest Control
Big Blue Bug Solutions
Bill Clark Pest Control
Bill's Home Service Company
BioTech Pest Control

Blue Sky Pest Control
Bowman Termite & Pest Management
Braman Termite & Pest Elimination
Brock Lawn & Pest Control
Brody Brothers Pest Control
Budget Brothers Termite & Pest Control
Bug Busters
Burnum-Hahn Exterminators
Cadenhead Services
California American Exterminator
Cascade Pest Control
Certus Pest
Champion Pest & Termite Control
Charles Pest Control
City Wide Exterminating
Clancy Brothers Pest Control
Clark's Termite & Pest Control
Clegg's Termite & Pest Control
Colony Pest Management
Colwell Termite & Pest Control
Connecticut Tick Control
Cook's Pest Control
Cowleys Pest Services
Critter Getters Pest Control
CT Pest Solutions
Dave's Pest Control

D-Bug Pest Control
Debug Pest Control
Eco Serve Pest Services
Economy Exterminators
Ecoshield Pest Control
EM Pest Control
Environ Control
Environmental Security
Expert Home Services
ExtermaTrim Exterminating Company
Finley Termite and Pest Control
FL Bed Bug Experts | FL Termite & Pest Experts
FullScope Pest Control
General Environmental Services
Go2-Pros Pest Control
Good Earth Pest Company
Got Bugs? Inc.
Green Pest Solutions
Guard Pest Control
Guardian Termite & Pest Control
GuardTech Pest Management
Home Fixer
Hopper Termite & Pest
Horizon Pest Control
HTP Termite & Pest Control
Hulett Environmental Services

TO OUR CONTRIBUTORS

THANK YOU FOR YOUR SUPPORT IN GROWING,
PROMOTING, AND DEFENDING OUR INDUSTRY IN 2024

Hydrex Pest Control
Idaho Pest Management Association
Infinite Pest Solutions
Interstate Pest Management
Invader Pest Management
Invicta Environmental Pest Defense
Jones Termite & Pest Control
Justice Pest Services
Killer Pest Control
Killo Exterminating
Ledford's Termite & Pest Control
Lindsey Pest Services
M & M Pest Control
Madsen Pest Management
Masters Pest Control
MD Weaver Corporation
Metro Pest Control
Miller Pest & Termite
Modern Exterminating, NC
Modern Exterminating, SC
Modern Pest Control
Mosquito Authority/Pest Authority
Moyer Indoor/Outdoor Pest Control
Myles Pest Services
Natura Pest Control

NaturZone Pest Control
Nexus Pest Solutions
North Fulton Pest Solutions
Nozzle Nolen
NW Pest Control
Olson's Pest Technicians
Oregon Pest Control Association
Patton Pest Control
Patton Termite & Pest Control
Perfection Pest Control
PermaKill Exterminating Company
Pest Aid Company of Alexandria
Pest Solutions
Pestco Professionals Pest Control
Pestmaster
Platinum Pest Solutions
Plunkett's Pest Control
Prompt Action Pest Control
Prosite Pest Control
Quest Termite & Pest Management
Rambo Total Pest Control
Ransford Environmental Solutions
REPEL Pest Solutions LLC
RichPro Pest Management
Roberts Termite & Pest Control

Ross Environmental Solutions
Saela
Safe Haven Pest Control
San Juan Pest Control
Scherzinger Pest Control
Sherrill Pest Control
Shoreline Services, Inc.
Skaggs Pest Control
Slug-A-Bug
Stark Exterminators
Stern Environmental Group
Steve's Pest Control
Sure Thing Pest Control
Swat Pest Management
Talent Termite
Terminix
Terminix Company of North Carolina
The Pest Rangers
Thrasher Termite & Pest Control of So Cal
Triangle Home Services
Washington State Pest Management Association
Whitmore Pest and Wildlife Control
Witt Pest Management

TO OUR SUPPLIERS

THANK YOU FOR YOUR SUPPORT IN GROWING,
PROMOTING, AND DEFENDING OUR INDUSTRY IN 2024

GUARDIANS



BENEFACTORS

BELL LABS, INC.
CONTROL SOLUTIONS, INC.
FMC CORPORATION
NISUS CORPORATION
PCT MAGAZINE
VESERIS
WORKWAVE

ARDENT SUPPORTERS

CENTRAL LIFE SCIENCES/ZOECON
LIPHATECH, INC.
VOZIQ IQ

INVESTORS

AMGUARD ENVIRONMENTAL TECHNOLOGIES
CRAWLSPACE DEPOT, LLC
DAVIDSON BUSINESS SERVICES
GOOD STRATEGIES, LLC
PEST CONTROL INSULATION
ROCKWELL LABS LTD
WEB-COTE INDUSTRIES, INC.
WEISBURGER INSURANCE BROKERAGE

FRIENDS OF PPMA

PHIL GREGORY



THE PPMA MANDATE



The Professional Pest Management Alliance is the advocate, voice, and partner for the entire professional pest management community.



We are an organization managed by a board of directors, which is comprised of industry stakeholders including pest management firms, suppliers, and distributors.



Our overriding objective is to present a fair and balanced picture of our industry to the consumer.

The Professional Pest Management Alliance was founded in 1997 to grow, promote, and defend the pest management industry. For more than 25 years, PPMA has served as the voice of the industry and has proactively provided the public with information and education about the value of professional pest management through media relations, public service announcements, advertising, and online communication programs conducted on behalf of the National Pest Management Association. Our work is funded through voluntary investments made by pest control companies, the supplier community, and friends of PPMA. Together we are growing the industry.

To join us, please contact PPMA@pestworld.org



MAINFRAME

Powered by the Professional Pest Management Alliance

▶▶ MARKETING MADE EASY WITH MAINFRAME

Ready to take your marketing to the next level? Access a library of ready-made, high-quality materials designed exclusively for pest control companies like yours, including social media posts, stunning graphics, in-depth consumer research, and much more. Subscribers enjoy new, valuable content every month – making it easier to attract and engage their customers more effectively, while saving time and money in the process. *Learn more at ppmamainframe.org.*

