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AUGUST 1999



ROBERT "BOB" McGRANAHAN
1999 FPCA "PIONEER AWARD" RECIPIENT

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McGranahan Honored at Conven

The 1999 FPCA "Pioneer Award" was presented to Past President Robert "Bob" McGranahan, President of Live Oak Pest Control, at the Annual Convention Banquet in June by outgoing President Don Frowick. At the presentation Frowick said, "Our newest



pioneer cares deeply for the rights of others. He is a living example of our convention theme - a person who believes in what he does and does what he believes in.

Bob McGranahan believes in FPCA and has served it well for almost a lifetime. He has played many important roles in FPCA and is worthy of this highest recognition we can bestow."

Frowick said, "Bob has served as a Region Director and member of many committees. We are proud to know him as an effective and long time member of the FPCA Legislative Committee. We have all benefitted from his years of participation, his common sense and judgement. I personally consider him a mentor and a friend for many years. We formed our relationship when Region Five split and became Eleven. I could see then his genuine soft spot for the association and the membership. I was always able to seek and rely upon his advice."

Thirteen others have been so honored with the Association's Highest award, Dempsey Sapp Sr., Harry Balcom, Robert Jones, "Hank" Petri, Bernie Kolkana, Ken Nolen, Earl Dixon, I. L. "Mac" McKinney, Bryan Cooksey Jr., Arnold Coffman, Norman Goldenberg and Phil Van Dam.

The award was created in 1987 to recognize individuals who have distinguished themselves by many years of dedicated service to the association, and by their contribution to the growth and development of the pest control industry in Florida.

The McGranahans and Live Oak Pest Control excel at rural pest control.

Located in a county with a population of 26,000, Live Oak Pest Control, Inc. has its modern and impressive office building and facilities on Route One, McAlpin, Florida. For the most part, they provide regular monthly pest control service and termite control for 17 rural counties including the towns of Live Oak and Lake City. They have thirty employees and 30 vehicles working out of their facility.

In 1972, **Robert F. McGranahan** had a good job managing Mayor Pete Clement's pest control business in posh Ft. Lauderdale, Florida. **Bob and his wife, Francis**, decided to buy a farm in north central Florida and start their own pest control business. Their friends thought they had lost their minds. Anyone who knows anything about the pest control business realizes that you must seek to build your business in an urban area catering to people with higher incomes. This is not the case with the **McGranahans**.

Bob and Francis McGranahan have proved this theory wrong. Starting from scratch, with 27 years of steady growth, they've managed to build a first class pest control



business. As **Bob** explained, "These people need a good pest control service just as much, and maybe even more, than in the city." His prices are reasonable and his customers are willing to budget for a monthly pest control service.

Completely computerized - **Bob** explains that they are completely computerized. Besides billing, the computer also routes and schedules their accounts. Typically, their technicians may drive 50 miles or more to their first stop. This makes routing very important. Rural people don't have house numbers so **Bob** must keep track of descriptive addresses. **Bob** called up on the computer a typical customer's address. It read like this, "Cherry Lake, halfway between the Fire Department and 4-H Club on lake side of road. Grey two story house."

The office staff schedules each day's work, making appointments and routing stops. **Bob** said that he doesn't want to lose productivity by having the technicians call the customers for appointments. He believes it is more efficient to make the telephone calls from the office. Besides, it enables the people in the office to know the customer better. Proof of the system is their very low cancellation and skip rates.

Customer Service - I listened as Montana Goff handled a customer's call. It sounded more like old friends talking, her friendly southern voice could have sold anything. It's no wonder customers don't cancel. Everyone at Live Oak Pest Control exudes that same friendliness and sincere interest in their customers. This individual attention helps keep loyal, long-term customers. This confidence enables the technicians to service many of their accounts with keys entrusted to them by their customers.

tion Banquet with FPCA "PIONEER AWARD"

Quality Employees - Bob gives full credit for his success in this rural market to the quality of his employees. His hiring process is very selective. It is mandatory that prospective employees pass a drug test and have a good driving record. The company's manual is comprehensive and spells out their company policy and exactly what Live Oak Pest Control expects from each employee. New employees must become familiar with its contents.

"Satisfied customers and their referrals have built Live Oak Pest Control."

Technician training - consists of on-the-job training. New technicians work with key experienced technicians for about 30 days. They hold training meetings each month for all. **Bob** uses the Whitmire "In-house" Training Program. Whitmire's Technical Sales Representative, **Linda Morejon**, conducted these sessions. All technicians learned how to use the Whitmire System for maximum effectiveness, safety and economy. The company allowed technicians to take home Whitmire's video tapes for study.

Live Oak Pest Control uses the Whitmire Prescription Treatment® System extensively throughout their operations. **Bob** explained that he wants his company to use up-to-date, environmentally responsible methods. His customers' concerns about insecticide misuse are just as strong as they are in urban areas maybe more so. He said, "I want to be a part of the future of this industry and Whitmire products keep us sharp and progressive."

Live Oak's role in community service - community service is very important to **McGranahan's** own wholeness and to the continued success of his business. In North Florida, Live Oak Pest Control is known for its contributions to the community. **Bob** is past president of the Rotary and Chamber of Commerce, and is presently a board member of the local hospital. He actively participates in politics which affect the pest control industry. His company sponsors many youth activities both in sports and in academics. He is an active supporter of the Florida Pest Control Association. **Bob** says, "Membership in this Association is more beneficial to small companies like mine than it is for large companies."

Recession? I asked **Bob** how his company had weathered the recession. His response was the same I get from pest control operators everywhere, What recession? **Bob** explained that the area he services has always been in a recession, but that hasn't kept people from buying good pest control services. *(Excerpts by permission from an article in a Whitmire Micro Gen publication by William Broome Jr.)*

FORTY YEAR CHRONOLOGY OF PAST PRESIDENT ROBERT F. MCGRANAHAN

- Started in the industry in April of 1959 as a DCT student working for Clements Pest Control in Ft. Lauderdale.
- Served in the US Coast Guard Reserve for 8 years.
- Married the former Frances Voyles in 1961
- 1965 received license number 608
- President of FPCA 1970 -1971 which was the 25th Association Anniversary.
- Moved from Ft. Lauderdale to Suwanee County in 1972 and established Live Oak Pest Control, Inc. on February 1, 1972.
- Active member and director of the Suwanee County Chamber (1987-1992).
- Active member and Past President of the Live Oak Rotary club
- Received Rotary District 694 Leadership Award in 1988
- The Robert F. McGranahan Scholarship established in 1988 at Suwanee H.S. in honor of his work with the Interact club.
- Served on the local hospital board since 1989 - Shands of Live Oak.
- Awarded Lifetime Honorary Membership to Florida Sheriffs Association.
- Opened branch office in Perry, Florida.
- Currently serving on Board of Directors, First Federal Savings Bank of Florida.
- Melissa McGranahan Lee joined the family business upon graduation from Florida State University in 1997. She has a degree in Business Administration specializing in Management.
- Melissa is married to Jeff Lee. Currently attending the University of Florida, Jeff is working towards a degree in Entomology specializing in Urban Pest Management.
- Attends First Baptist Church of Live Oak.
- Enjoy hunting and fishing in spare time.

The University of Florida is currently recruiting for a **Senior Pest Control Chemical Technician**. Minimum requirements: must meet the FL Pest Control Act Chapter 482, and high school diploma and two years of appropriate experience. Florida Certified in Fumigation or DACS Special ID Card Holder in Fumigation and 5 years experience as a supervisor in Pest & Termite Industry with at least 3 years in Florida is desired. Please apply by September 10, 1999 at the Central Employment Center, 4th Floor Stadium West, Gainesville, FL or visit our website at www.ups.ufl.edu, fill out an application online, print it out, and fax it in to (352) 392-7094. Please reference LP# 99815T. If an accommodation due to a disability is needed to apply for the position, or if you have any questions, please call (352) 392-4621 or TDD (352) 392-7734. AA/EA/EEO