



# NEHA's 50th Birthday Celebrated in Grand Style

NEHA's 50th Birthday cake was given to members by Pillsbury Company, Minneapolis, Minn. The three tiered cake (cover photo) was decorated in red, white and blue, with a gold wreathed "50." Sheet cakes were served to attendees during the gala opening party. George Morris and wife Bonnie made the first cut.

The Annual Educational Conference in San Diego June 13-18, 1987 was the largest ever held by the Association and can be counted among the most exciting events in the association's history. The 51st AEC culminated the 50 Years of the Association with a grand birthday celebration.

Not only was the 1987 AEC a celebration of years, but a **celebration of the profession**, and attendees were given the opportunity for advancement in the superb educational sessions offered by NEHA's seven Sections. A demonstration on how to handle a hazardous materials spill and a specialty program on indoor air pollution were timely and appropriate introductory sessions, which were followed by three days of concurrent programming in all new and traditional areas of environmental health.

The exhibition was the largest in many years, with **nearly 100 exhibitors**. Technology and information systems were expertly displayed and explained by industries and organizations, many of which NEHA members were seeing for the first time. The educational value of the exhibits made it worthwhile for members to spend significant amounts of time viewing the displays and talking with the representatives.

A point of interest in the exhibit area was the **Archives Exhibit** showing 50 years of professional development and introducing the 50 Year History of NEHA — *Environmental Health 1937-1987*. Past presidents at the conference manned the exhibit for most of the three days of exhibiting and were available for visiting with attendees. Visitors to the AEC for the first time in several years included Hayes Evans, 1957-58 president and John Brandt,

USPHS Ret., the first Sanitarian to have worked with the American Indians. Past presidents, in addition to Evans, who attended were V. Harry Adrounie (1961-62); William G. Walter (1962-63); John G. Todd (1965-66); Ward C. Duel (1967-68); John J. McHugh (1969-70); William A. Broadway (1970-71); Verne C. Reiersen (1971-72); Charles H. Gillham (1972-73); Harry Steigman (1979-80); Amer El-Ahraf (1980-81); Trenton G. Davis (1982-83); Richard K. Rowe (1984-85) and Joseph Walsh (1985-86).

Dr. William G. Walter was chairman of the Archives Committee that prepared the 50 Year History and the Archives Exhibit. The book is beautifully done on high quality paper with an appropriate peacock blue cover lettered in gold stamping. Only three of the past presidents' photos could not be found for the book, and they are in the early days. Significant events are outlined and

chapters on major activities the association has been involved in were written by major players. Anyone who has been involved in NEHA through the years will want to have a copy, and those who are engaged in NEHA committee work and administration will benefit greatly from the historical accounts. An order form for the book appears elsewhere in this issue.

A milestone was set during the meeting when **Diane Eastman**, Ventura County Environmental Health Department, California, **became the first woman to be president of the National Environmental Health Association**. Women in the profession have made significant gains in the past 15 years, increasing their percentage of NEHA membership from 2.78% in 1972 to over 16% in 1987. Since the number of women students in environmental health has now reached 40%, the percentage in the future workforce will no doubt increase rapidly. Diane has been



Diane Eastman received standing ovation upon becoming the first woman president of NEHA.

active for several years in California, is a past president of the California Environmental Health Association, and was instrumental in the California effort to revise and upgrade the Registration for Sanitarians Act in California. Nationally, Diane has been involved in revising and marketing the Environmental Health Technician Certification, and in the National Credentialing Board.

## Morris Recognizes Volunteers for Work

Several members of NEHA were recognized by 1986-87 President George A. Morris for significant contributions during his officer year, or at the conclusion of their service in some capacity. Those who received Presidential Citations are C. Dee Clingman, Edward Eberhardt, Dr. Ginger Gist, Garland Gobble, Harry Grenawitzke, Douglas Heins, David Marx, Cindy McNerthney and Chris Wiant.

## NEHA Business

The National Environmental Health Association's annual business meeting included sessions of the Executive Committee and Board of Directors. The Executive Committee is responsible for conducting the business for the Board and selecting sites for the Annual Conferences, as well as evaluating activities of the headquarters office, and preparing the annual budget for Board approval.

### Executive Committee Action

The Executive Committee selected **Portland, Oregon** for the site of NEHA's 1991 Annual Educational Conference. Previously selected locations are Cleveland for 1988, Seattle for 1989 and Charlotte, N.C. for 1990.

The Executive Committee requested investigation on the **restructuring of NEHA's Credentialing Board** so it can properly oversee all of NEHA's credentials — Registered Sanitarian, Certified Hazardous Waste Specialist and Environmental Health Technician. And, they directed moving to establish an academy for certified hazardous waste professionals in NEHA's Hazardous Waste Section.

A position of **Affiliate Assistant** for the NEHA staff was approved. NEHA affiliates will now be able to contract for services through this staff position.

The Executive Committee decided to



Presidential Citations were given by George Morris, second from left, to recognize special service to NEHA. Recipients l-r: Cindy McNerthney, President Morris, C. Dee Clingman, David Marx (Conference General Chairman), Doug Heins, Dr. Ginger Gist, Harry Grenawitzke and Garland Gobble. Chris Wiant not pictured.



NEHA's Credentialing Board considered Registration for Sanitarians and initiated efforts to update information and expedite communications among registration bodies throughout the country.

establish a **Corona Ozone Discharge Committee** as a subcommittee of NEHA's Swimming Pool Committee and begin developing standards for corona discharged ozone for pools and spas.

The Executive Committee moved to provide for **annual presentation of the Crumline Award** at the NEHA Annual Educational Conference.

### Board of Directors Action

The Association's Board of Directors is composed of the national officers, regional vice presidents and all affiliate presidents. Section chairpersons and the executive director (and all past presidents) are ex-officio (nonvoting) members of the Board.

The Board of Directors accepted petitions for **affiliation from Tennessee and the National Conference of Local Environmental Health Administrators**.

The board approved the FY 1988 NEHA budget in the amount of \$731,839. To meet the budget needs, the

Board approved a **dues increase** for active members of \$5.00 (making the **active membership dues \$45**).

At the recommendation of the Executive Committee, a poll of NEHA members was taken last spring to determine the interest and feasibility of holding a future annual meeting jointly with the Canadian Institute of Public Health Inspectors. The poll yielded positive results and the proposal was made to the Board at the San Diego meeting. The Board of Directors voted to hold the **1992 annual conference jointly with the Canadian organization**, the location being **Winnipeg, Manitoba**.

At the Board's direction, **NEHA members will vote on bylaws changes** via the 1988 mail ballot that would **delete Councils** from the Association's structure, and **define active membership** for the protection of students, unemployed members, and other situations. **Agency membership would be eliminated**.

## Resolutions

RESOLUTIONS passed by the Board support **Public Lands Days** sponsored by Keep America Beautiful. PLD was held on September 12, 1988 and is an annual event.

## Food Complaints

The Board resolved to create a task force to **examine how** various local, state, federal and industry officials **handle food complaints** and to investigate the potential for **developing a model** procedure that would facilitate information sharing, avoid unnecessary duplication of activities, and to identify any areas of weakness in currently used systems. The information gained would be made available to those who deal with food related complaints.

## Asbestos Trained

A Resolution adopted by the Board of Directors **supports the employment of trained and qualified environmental health professionals to perform the tasks of inspecting, monitoring and overseeing removal of asbestos-containing materials.** This action is in response to recent legislation requiring the U.S. Environmental Protection Agency to develop and publish regulations pertaining to asbestos inspection and maintenance in school facilities, and the much publicized health hazards of friable asbestos-containing building materials.

## Candidates for 1988 Election

The nominating ballot for the NEHA 1988 mail ballot election (to be conducted next March) produced the following slate of candidates for the national offices:

For President-Elect — Harry Grenawitzke, Monroe Michigan

For First Vice President — George A. Kupfer, Milwaukee, Wisconsin

For Second Vice President — Leonard Rice, Orangeburg, South Carolina; and Marsha Robbins, Phoenix, Arizona.

The current President-Elect is Horace E. Jones, Jr., Fairfax, Virginia. Jones will become President at the 1988 Annual Educational Conference in Cleveland, Ohio.

## Honorary Membership

The NEHA Board of Directors voted Honorary Membership to **Mark C. Nottingham**, Paramount, California, in recognition of his 50 years of support for the Association. He supported the initiative to start such an organization and has always backed the mission of professional development and association activities and functions for all of its existence. Mark Nottingham has given financial support for annual conference speakers and social functions. He was the major funding source for the NEHA 1979 On-Site Wastewater Manual and the new 50 Year History — Environmental Health 1937-1987.



Mark Nottingham remembers when NEHA was started and has participated in its activities since the beginning. To commemorate the first 50 years, he prepared and presented a plaque to NEHA. George Morris, president at the 1987 AEC (left) proudly accepted the sentiment from Nottingham.

## 1986-87 Accomplishments

The Executive Director's report to the Board pointed out several accomplishments for which the membership can be justly proud. Culminating an EPA funded project to develop **Hazardous Waste Specialist credentialing**, the Hazardous Waste Specialist examination was completed in time to be offered during the San Diego conference. Fourteen persons took the examination, with eight being successful in attaining the status of Certified Hazardous Waste Specialist. Terry Johnson headed the project, which was under the guidance of the Hazardous Waste Council, Harry Steigman, chairman.

NEHA is continuing its leadership in the hazardous waste area by pursuing funding for hazardous waste training and by marketing the credential.

NEHA has been successful in building membership, and in the 1986-87 fiscal year, **800 new members** made a 20% in-

crease in membership. Currently, the association has 4,800 members covering all categories. With an ongoing program of **automation** at the headquarters office, membership processing and servicing is being continuously improved.

## Projected Activities

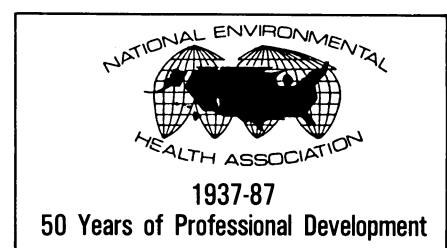
The program outlined for the 1987-88 fiscal year includes, in addition to the hazardous waste activity, an examination of environmental health personnel needs at the state and local levels, the preparation of a self-paced learning module on indoor air pollution; assessment of the Journal content and the scheduling of the annual educational conference through membership surveys. The Association is actively pursuing various sources of funding for more and bigger projects relating to the current environmental health agenda.

## Scholarships

The NEHA Scholarship Fund was able to award **two \$850 scholarships** for the 1987-88 school year. Successful candidates were **Nancy Larson**, Montana State University and **Judy Peterson**, Colorado State University. Congratulations to these two outstanding students.



Nancy Larson, Montana State University student, receives congratulations from NEHA President, George Morris, on her winning one of the two NEHA scholarships for the 1987-88 year.



## Awards

One of the missions of the professional association is to recognize outstanding members for their contributions to the organization and to the field of endeavor in which they work. The National Environmental Health Association recognizes those who have distinguished themselves on the national professional scene, persons who have shown their willingness to work with various factions to achieve environmental peace, those who have achieved a high level of expertise in particular areas of environmental health, and persons who have been recognized by their state environmental health organizations.

### Certificates of Merit

The National Environmental Health Association Certificate of Merit is awarded to outstanding persons nominated by the affiliates. Presentation is made at the annual Awards Luncheon. The following professionals received awards at the San Diego meeting.

Alabama — Edgar Hughes, John Hatley (1986)  
Arizona — Richard Mauntel  
California — Raymond B. Redmond  
Connecticut — Gilbert Roberts  
Florida — Richard Dunlap  
Idaho — William D. Allred  
Illinois — Judith B. Cameron  
Indiana — Helen Uhlman  
Industry — C. Dee Clingman  
Louisiana — Ben Potier  
Massachusetts — Paula Champagne  
Michigan — Glenn Brown  
Minnesota — Roger H. Carlson  
Missouri — Barry Drucker  
National Capital Area — Ellen Schroth  
Nebraska — Donald Coulter  
New Jersey — Theresa DeNova  
New Mexico — Ted L. Brown  
New York — Fred Einerman  
North Dakota — Keith Johnson  
Ohio — Glenn Hackett  
Oregon — Cindy McNerthney  
South Carolina — Phillip M. Cooper  
Texas — Thomas L. Edmonson  
Uniformed Services — CDR Ervin L. Moore  
Utah — Richard A. Sweet  
Virginia — William J. Meagher  
Wyoming — Sandi Palmer

Watch for Awards Criteria  
November/December JEH.

Plan to recognize the  
outstanding professionals in  
your affiliate at the 1988  
annual meeting in Cleveland.

## Walter S. Mangold Award Received by Richard L. Roberts



NEHA's highest honor — The Walter S. Mangold Award — was received by Richard L. Roberts (right), Director, Environmental Health Services, San Bernardino County, California, at the annual awards banquet in San Diego. Presentation was made by Mangold Award Committee Chairman, John J. McHugh.



President George Morris congratulates Roberts on award.

Successful programs have brought recognition from the National Association of Counties.

Richard L. Roberts has left his mark on many organizations where he has shared his secrets of success. They include NEHA, the California Environmental Health Association, American Public Health Association, California County Planning Directors, California Conference of Local Environmental Health Administrators, the National Conference of Local Environmental Health Administrators, and several other state and local organizations.

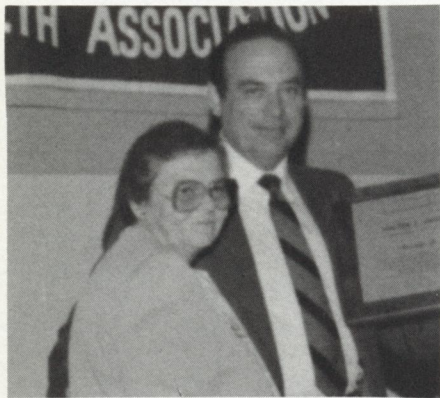
Roberts has also worked with several environmental health interest groups to advance the beliefs he holds to be most important. He is a Diplomate in the American Academy of Sanitarians and was recipient of the first Calvin Wagner Award given by AAS in 1981. He is currently serving on the NSF Public Health Consultants panel and on four California committees or task forces that are grappling with current environmental health problems. Dick was invited to Australia and New Zealand in October 1987 to keynote their joint national environmental health meeting. His leadership philosophy is "Don't be satisfied with the status quo; be willing to take risks; seek and utilize the advice of others; and commit yourself by giving personal time and effort to the programs you deem most important."

Roberts has a bachelor's degree from Washington State University and a Master of Public Health degree in Environmental Health from Loma Linda University, California. He is a Registered Sanitarian in California and with NEHA.

The Association's highest honor is the Walter S. Mangold Award given to a member who has made significant contributions to development of professionalism, and who is recognized by his peers as an outstanding professional. The 1987 recipient of the Mangold Award is **Richard L. Roberts**, Director, Environmental Health Services, San Bernardino County, California.

Roberts' nomination document said that ever since he became president of the Citrus Chapter of the California Environmental Health Association, in 1962, he has been "hooked on serving his association and the sanitarian profession." When the **environment** became the big issue in the early 1970's, Roberts, who had been working in environmental health for 15 years, began to give a **broad definition to "environmental health,"** and when he became Director of Environmental Health Services for San Bernardino County in 1973, it was a prototype department separate from public health and other personal health care services. The department he heads has expanded from 50 employees in 1973 to more than 150 today. The department covers milk, food, recreation, hazardous wastes and toxic control, air quality, housing, property improvement and land use enforcement, land use review, noise, water hygiene, sewage, solid waste management and litter control, insect and rodent vector control, emergency management, and environmental education.

## Walter F. Snyder Award Received by George A. Kupfer



George A. Kupfer, Milwaukee, Wis., receives prestigious Walter F. Snyder Award, presented by Dr. Nina I. McClelland, president, National Sanitation Foundation, during the annual banquet in San Diego.

George A. Kupfer, Milwaukee, Wisconsin, received the prestigious Walter F. Snyder Award, jointly sponsored by the National Sanitation Foundation and the National Environmental Health Association, at the Annual Conference in San Diego.

George, who is currently Second Vice President of NEHA, is Director of Consumer Protection and Environmental Health for the City of Milwaukee, a position he has held for 21 years. He is

nationally known for his management capabilities and his advocacy of environmental health programs. He has been active in the National Conference of Local Environmental Health Administrators and the American Public Health Association, as well as NEHA. He is also active in state professional organizations. In NEHA, George has been general chairman of the Annual Educational Conference (1980) and chairman of NEHA's Air, Land & Water and General Environmental Health Sections. George Kupfer is a reviewer of articles for the *Journal of Environmental Health* and received the 1986 A. Harry Bliss Journal Editors' Award. His integrity and professionalism are recognized by all who know him.

The Walter F. Snyder Award is presented annually to a person who has achieved peer recognition for outstanding accomplishment in the field of environment, for notable contributions to public health and the quality of life, for demonstrated capacity to work with all interests in solving environmental problems, for knowledge and proficiency in utilizing voluntary standards to obtain environmental objectives, and for leadership in securing action on behalf of environmental goals.



A special 50th Anniversary Editor's Award (*Journal of Environmental Health*) was received by Seymour Barfield, Long Beach, Calif. (right) author of *International Viewpoint*, to honor his 20 years of continuous contribution of the column and his 40 years of active participation in the Association. Dr. Trenton G. Davis, Editorial Director (left) did the honors.



The Past Presidents' Award went to Mark Nottingham for his 50 years of involvement and support for NEHA. Past President Richard K. Rowe did the honors.

## Food Industry Sanitarian Award Goes to John Chrisman

The NEHA Food Section's Food Industry Sanitarian Award was presented to John Chrisman, General Mills, during the Awards Luncheon at San Diego.

The Award is made each year to a member of NEHA who is employed by the food industry in recognition of outstanding contribution to the field of food protection and sanitation.

John Chrisman has been involved in food protection for the past 17 years with growing responsibilities in several General Mills Companies. He has played a key role in Red Lobster's quality assurance operation, including restaurant inspection, supplier inspection and manager training. He has subsequently helped implement this successful quality

control format in several other General Mills restaurant concepts.



John Chrisman, left, receives Food Section's Food Industry Sanitarian Award from Larry Eils, Award Committee Chairman.

## Uniformed Services Helps School in Need

The Uniformed Services Environmental Health Association has awarded two \$500 scholarships to the Department of Natural Sciences and Environmental Health, Mississippi Valley State University at Itta Bena. One scholarship will go to a deserving environmental health student, the other to the Department to support its Environmental Health program. The head of the department is Dr. Jaswant Singh. The Environmental Health program is accredited by the National Accreditation Council for Environmental Health Curricula.



A Hazardous Materials spill demonstration was highlight of pre-conference special events. The San Diego Response Team showed attendees important aspects of responding to hazardous spills.



Results of NEHA's 2nd Annual Golf Tournament  
 Low gross winner — Lou Dooley, California  
 Low net winner — Webster Young, Rockville, Maryland



Entertainment at the annual banquet was provided by the New Seekers with sponsorship by EcoLab, Inc., St. Paul, Minn. represented by Ed McCarty (inset).

## Crumbine Award Goes To Washington Program

The Snohomish Health District, Everett, Washington received the 1987 Samuel J. Crumbine Consumer Protection Award for excellence in food protection. The award, sponsored by the Foodservice & Packaging Institute, Inc. (formerly Single Service Institute), was presented during the National Environmental Health Association's annual meeting in San Diego in June.



Candace Ledford, Snohomish Health District food program supervisor; David Peterson, assistant administrator of environmental health, and Lanna Lee, former food program supervisor received the Crumbine Award plaque and medallions at the NEHA Awards Luncheon on June 16, 1987.

The Snohomish Health District was honored for making overwhelming improvements in their food protection program within a two year period. The success of the turnaround was attributed to the pride of the professional staff and the adoption of a no-nonsense enforcement policy to undergrid a creative educational program.

The District's policy states that food service establishments having 75 or more "critical item" points (out of a possible 265) or 100 total points (out of a possible 400) are required to correct critical violations immediately, participate in an office conference, pay a reinspection fee of \$70 and successfully pass a reinspection. A repeat of the poor score results in immediate closure of an establishment.

The Crumbine Award was instituted in 1954 to honor the memory of the public health pioneer who outlawed the common drinking cup in his State of Kansas and launched the nationwide campaign which eventually banished the common cup as a major source of disease transmission in the United States.

For information on the 1988 Crumbine Award, contact Charles Felix, P.O. Box 1581, Leesburg, VA 22075.

## Concluding Remarks

1986-87 NEHA President, George Morris at Annual Banquet, San Diego

Before presenting a few farewell comments as your outgoing president, I feel compelled to stick with one of our association's proud traditions and present a gift to our executive director. I am sure we all feel proud of the progress our association has made, and we have all had some input into our recent success...but truly our executive director with his leadership abilities and true dedication to environmental health and our association, is the real reason our association has turned around and is generating positive approaches to the current issues and other association concerns.

The dedication that Nelson has shown our association and the working relationship he exhibits with the president is something I wish everybody in this room could experience. The many hours of discussion involving professional matters and related presentations, the evaluation process and our deliberations on technical and personnel issues were always handled in a professional way, and the decisions made for the good of our association.

I can also tell you that the future officers of our association will appreciate this experience as they continue the development of our professional association. With Nelson being somewhat of a sports nut, always being the first to tell us the success stories of the Denver Broncos, I felt compelled to get him a gift representing a sports theme.

You may recall that last year, in my opening presidential address, I referred to the attendance figures of the Milwaukee Brewers and why they changed with the Brewers' win or loss record, with winning being the thing to do. This year, the Brewers started their baseball season by winning 13 straight games, which set several records. It is like the success NEHA had this past year. As a reminder of our relationship, as president and executive director, and with a sports theme in mind, I would like to present Nelson with a gift the likes of which we often saw at the Brewers' games when they were winning — an "Official Brewers' Cheesehead hat made in downtown Dousman, Wisconsin," a name Nelson could or would not pronounce correctly.

This is the last time I can address this terrific group of environmental health professionals as president of this association, and I assure you, it is a bitter-sweet experience. No, I am not ready to re-up for another term. I am, however, supremely confident that our association will continue to grow and develop with the positive attitude and enthusiasm we now have in our members and our staff.

I want to leave you with a brief summary of the positive things our association has accomplished this year as we look to an even brighter future. Our association has continued to grow, with membership showing a steady increase and now approaching our goal of 5,000 members. Financially our budget is approaching \$1 million and the financial position we have accomplished has stabilized our association. I am sure it will keep us from reliving some of our roller coaster history. With the pending grant possibilities and future agenda items to be considered, our budget could grow significantly in NEHA's next fiscal year.

The technical sections have continued to develop, especially the hazardous waste and food sections, to where they are becoming the focal point for discussion of national issues. The recent coordination of our sections for the Annual Educational Conference program has shown us the potential of our sections to further develop into the backbone of our association.

We have proven we can co-host successful mid-year conferences with our affiliates without interfering with our annual educational conference. Our headquarters staff has stabilized, and now with complete computerization, we can see our organization providing services to our members in a more professional and efficient manner.

Another observation I have noted is the development of our staff to a higher level of confidence and dedication to our organization. We now have a staff we can delegate responsibilities to and have the office equipment to support their programs and projects. Many of these accomplishments are due to the leadership, ability and dedication of our executive

director and his ability to work with the president, Executive Committee and Board of Directors.

One of my personal goals during this year was to eliminate the poor attitude shown by some of our members and peers. It seemed that every time something positive happened with our association, we would again hear all of our past problems and complaints. There just was a negativism out there. I have attempted wherever I went as your president to dispel this and get our affiliates and members to think positive, get involved and further develop our association. With the interest of five affiliates bidding for our 1991 AEC, success of our mid-year conferences, membership interest in a joint NEHA-CIPHI conference, coupled with the enthusiasm and positive feedback from my visits, I know we have overcome concerns of the past and have begun our second 50 years with a very positive attitude within our association.

Also, considerable effort this year was put toward addressing some internal concerns of our association. We have developed a very professional evaluation process for our executive director and staff. We have revised promotional membership information and will have a permanent membership committee. We have developed lines of communication for presidential appointments representing NEHA with the appropriate technical sections. We have developed an archives document so that we all, from time to time, can relate to our association's proud history.

Our theme for this conference, "The advancement of the Environmental Health professional," I believe has come true. Any member in attendance at this extraordinary AEC, with the educational programs presented, nearly 100 exhibitors, numerous other educational and social activities, has to have absorbed additional knowledge and skills to better prepare them for their responsibilities in environmental health. The Executive Committee and Board of Directors have shown real leadership in the decision making process and have led our association into new areas of environmental health activities. Our association's membership has grown, its financial position has become stronger, and NEHA is providing more services to its members than ever before.

There are still many tasks ahead for our growing association, but I know we are stronger now than we were a year ago. We have a positive attitude, a stable and

more confident staff who are better equipped and prepared to face their new challenges. The beautiful working relationship of our Executive Committee and the future leadership to be exhibited by our current officers can only indicate that this is truly the beginning of a great era for our association.

I feel especially honored to pass the leadership of our association to Diane Eastman. I have worked with Diane on the Executive Committee for over three years, and she is truly an Environmental Health professional. In this day and age, service organizations such as the Rotarians and the Lions are beginning to see the advantage of women within their organizations. Our association has known these advantages for a long time, with our female membership now being over 16%. It is long overdue that our association have a female elected as president, and I can tell you, Diane has done it the old fashioned way — she has earned it. I say to you, Diane, "Don't underestimate the commitment you have made to our association; cherish those friendships you make throughout our country; carry out your duties as president; nurture the positive relationships with the executive director, Executive Committee and Board of Directors, and lead our association into the environmental health issues of the future. Good luck."

### Affiliate Meetings

Michigan Environmental Health Association  
44th Annual Educational Conference,  
February 24-26, 1988, Grand Traverse  
Resort, Acme, Michigan. For more information,  
contact Ike Volkers, R.S.,  
Michigan Department of Public Health,  
Bureau of Environmental and Occupational  
Health, P.O. Box 30035, Lansing,  
MI 48909. Phone (517) 335-8268.

### Ohio Revises R.S. Requirements

The Ohio Registration Act for Sanitarians was amended on July 20, 1987 to allow any person who has practiced as a sanitarian in the state to become registered under a "grandfather" clause if application is made by January 20, 1988 (expiration date of the clause). The person does not have to be living in the state currently. For information, contact the Ohio State Board of Sanitarian Registration, 65 S. Front St., Room 219, Columbus, OH 43266-0322. Phone (614) 466-1772.

September/October 1987

## IMPROVE YOUR REPORTS/RAPPORT

Three of NEHA's Self-Paced Learning Modules are designed to help you gather and transmit information and deal with difficult situations in the field and with your co-workers.

**Data Collection, Arrangement and Interpretation** will help you collect data, arrange data in graphic form, understand scientific indicators; choose the proper statistical test for data analysis and apply the principles of epidemiology to data collection, arrangement and interpretation.

**Improving Communication** will teach you how you can become a more effective professional through improved communication using techniques of persuasion and understanding barriers to communication. It discusses special communication problems associated with the environmental health practitioner's official role and duties.

**Resolving Conflict Through Improved Communication** will help you develop specific techniques for making contacts with the public, analyzing behavior, restoring calm, and resolving conflicts. The role of stress is discussed, and you will learn to recognize stress in yourself and others.

You will find these self-study courses useful, easy to use, and inexpensive. Order today and be a better professional tomorrow.

To: National Environmental Health Assn.  
720 S. Colorado Blvd. #970 S. Tower  
Denver, CO 80222  
Phone (303) 756-9090

Please send the following Self-Paced Learning Modules:

|                             | Price | NEHA    | Nonmember |
|-----------------------------|-------|---------|-----------|
| ___ Data Collection         |       | \$10.00 | \$12.50   |
| ___ Improving Communication |       | \$10.00 | \$12.50   |
| ___ Resolving Conflict      |       | \$10.00 | \$12.50   |

All three: \$25 NEHA Member; \$32 Nonmember

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Enclosed \$ \_\_\_\_\_ Charge my Visa Mastercard  
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Required

Journal of Environmental Health

101



# Becoming a Major LeaGer™

Michael McKinley

Keynote Address, National Environmental Health Association's  
Annual Educational Conference, San Diego, California, June 15, 1987



Michael McKinley

Health professionals are excellent candidates to be Major LeaGers, because they like to work hard and improve situations. Like the Major LeaGer, a health professional wants to live life to the fullest...to be 'used up' when he leaves this life. I think that is why my message was received so well at the conference: "Staying Alive...Wait Until You're Dead Before You Die!"

The whole point, you see, is Life! Living it! Getting the most from it! Having fun!

Whoa! Now I have said it! "FUN." What on earth does FUN have to do with hard work and commitment?

EVERYTHING!

Fun. Laughter. "Having a good time." Each and every one of them are absolutely critical to living. Each and every one of them are just as critical to our professional work life...especially to doing the job better!

Have you ever seen those people at work who are "in the pits?"...

"Boy, I'm in the pits today. Life is the pits. I'm the pits."...

Aren't they fun to work with?! Of course not!

A Major LeaGer has fun. He (or she) gets out of the pits by picking up the pieces, taking a slightly humorous view and moving forward. What happens? The job gets done better!

If you think about it, you realize it is easier to do the job when you *compliment* yourself and when you take compliments graciously from others. The job becomes more enjoyable. It becomes fun!

Journal of Environmental Health, V. 50 (2)  
102-103.

Michael McKinley, Alive Alive Associates  
Division, McKinley Companies, Inc., P.O. Box  
163, Eau Claire, WI 54702-0163. The author  
acknowledges the assistance of Alan Jenkins in  
preparation of this paper for publication.

*The keynote address is published annually as  
part of the report on the Annual Educational  
Conference. It is not subjected to peer review.  
Ed.*

But most people — certainly most people in NEHA — are not quitters, and that leaves only one alternative: work to make it better!

(What should you do if you cannot make it — the job, that is — more fun? Maybe it is time to quit.)

When I spoke at the June Conference of The National Environmental Health Association, I could not help being impressed with the high standards of the group and its constituent members.

"Now, *here* is a group that does not lose sight of the forest when looking at the trees," I thought to myself.

"Or do they?" Yes, there was that nagging after-thought!

But, wait! Before you get disgusted and throw this article aside, pause with me to think about that nagging question. (As I said at the June conference, "I'm here to remind you of a few things...and to make you feel a little uncomfortable!")

At the conference I met some terrific people, who daily face some pretty remarkable challenges. It does not take more than a casual glance at this publication to see that the members of NEHA leave a conference to return to an impressive array of obstacle courses and

thorny thickets. But, by the same token, it is obvious that you are a "take charge" breed of people, who like to get the job done.

But does the job get done *better*? *Could* it be done better?

If you heard me speak at the conference, you know I advocate getting the job done better by becoming a Major LeaGer™ (It's not that I cannot spell! The only thing missing, you see, is "U"!)

A Major LeaGer is part LEADER and part manaGER, and a Major LeaGer *always* thinks the job can be done better.

I just suggested that you try complimenting yourself. But what about *complementing* yourself? That's right. Two different words. They sound the same but have very different meanings. One refers to a "pat on the back," which is important. But "complement" means "to make more complete."

If you are going to complement yourself, to make yourself more complete, you will have to be more creative.



The keynote session varied from tradition with a continental breakfast and an entertaining, motivational speech by Mike McKinley of Alive, Alive, Eau Claire, Wisconsin.

Have you noticed how some people lock themselves out of their own creativity? They use the "control words" to do it: "shoulda," "gotta," "musta" and "hafta." They don't get creative until they start using the "power words," like "wanna." Take this example:

"I know the report is due in one week, but tonight I *wanna* go to the symphony."

The symphony?! What on earth does that have to do with doing the job better??? Good grief! The guy will probably spend the first hour of the next work day *day-dreaming* about a Brahms concerto!

The Major LeaGer would respond to that complaint by saying, "More power to him! As long as the job gets done better, we can afford a little day-dreaming!"

Heresy? Think about the guy who stayed at the office, instead of going to the symphony. ("I *gotta* do that report for next week.") He did not *complement* himself. In the long run, his colleague's hour of day-dreaming probably will *pay off* for the department. How is that possible?

Easy. Day-dreaming is some of our most important thinking. It opens the future and explores possibilities. Sometimes it takes something like a Brahms concerto (or a lively NEHA Conference) to release that creative energy! In the meantime, the worrier sat back in the office, setting negative goals by worrying about that report.

I can remember when I was the president of a 15-store manufacturer's retail chain. Worry! Worry! Worry! Then, one day my doctor said, "You have cancer. I will give you six months to live."

Wow! Did that ever clear my head! Did you ever think what you would do, if you had only six months to live? I will bet that you would not sit around your office worrying about that report! Not on your life! You would become *very* creative with your time!

A Major LeaGer approaches every day with that creativity in mind. To remind myself of the importance of creativity and what it takes to make it happen, I concocted an acronym: C.A.R.E.E.W.

"*C*" is for *Confidence*. You simply have to find new and interesting things to build it. What do you do when you are feeling low? Walk? Talk? Exercise? Move the office furniture? I'll bet it has something to do with things you really like!

"*A*" is for *Attitude*. (Remember our friend in the pits?) You have to be a "do-er," and that includes doing things

for yourself that make it easier for you to do your job...better.

"*R*" is for *Responsibility*. We have a responsibility to ourselves and to others. NEHA is a great example of responsibility! You are showing your responsibility to others and to yourself by helping your profession grow and change.

"*E*" is for *Energy*. Energy is a *decision*, not a bodily function!

"*E*" is also for *Enthusiasm*. It is tough to maintain your enthusiasm, if you use control words to lock up your creativity. Enthusiasm comes from new experiences, new ideas and, yes, even from risks.

"*W*" is for *Work*. It is so important, especially for professionals who *want* to enjoy their work. That is why we have to be more selfish and find time for the creative things that will improve our work.

Does that sound logical? Maybe not, but if everything in life was logical, it would be the men who ride side-saddle. But seriously, everything in life is *not* logical. Sometimes, we have to get away from work into creative alternatives to allow ourselves the CAREEW to do the job better.

You might protest all of this as pie-in-the-sky idealism and say, "Well, McKinley, that is all well and good, but *I* cannot afford to fail!"

Nonsense! You cannot afford "not" to fail! It is OK to fail, because we fail our way to success! Think about it. Divorce results from habits that we repeat and repeat until we fail. Then we learn something! But it is OK to fail, if we are progressive and learn something. What have you learned lately?

It is not sitting through the Brahms concerto, or attending the NEHA Conference in itself that is important. It is what you learn from the different experiences!

The great thing about learning is that you want to do it "sooner" rather than "later," because the fun of learning happens *now*!

Have you ever heard of a group of people known as the "Soonas?" They are famous for such statements as, "Soonas the kids leave home we're gonna have fun."

Nonsense! The fun is now!

Not too long ago my 72-year old father bought a brand new tractor for his two acres of land, which naturally caught the attention of all of his neighbors. He was driving it for a couple of days, when finally one of his neighbors could not stand it anymore.

"Why on earth did you buy that brand new tractor? You're 72 years old!" the neighbor asked Dad.

"Well," Dad replied, "I have always wanted one of these, and it's pretty hard to drive one when you are dead."

(My 81-year-old uncle bought a new Cadillac a couple of years ago...on time payments. His advice to me right before he died: SPEND YOUR MONEY WHEN YOU'RE YOUNGER!)

Do it now!

Employers, after all, are looking for energetic people, who bring a variety of interests and knowledge to their professional positions. When you combine your knowledge with an enthusiasm for life, you have a winning combination that is attractive to other people. In that regard, you might keep this little saying in mind:

Knowledge without Enthusiasm is Boredom.

Enthusiasm without Knowledge is Chaos.

Life-long learning helps us overcome our fear of failure, but more importantly, it gives us the knowledge and enthusiasm to be the best we can be. We get a good look at every tree without losing sight of the forest.

Maybe you cannot afford to take three honeymoons a year, but you can set that as a goal (and take at least one this year!).

Since you are human, you are bound to feel "low" once in a while. But keep a list of three things you do well, and you will be able to spring back by complimenting yourself!

Complement yourself by remaining inquisitive. Sometimes that means having the basic inquisitiveness of a small child and branching into something new!

Forgive yourself now and then. You *are* a good person!

Do what you do best, and hire the rest!

Hug people! They probably will hug you in return!

Have fun!

Stay young!

Thank you. You're great!

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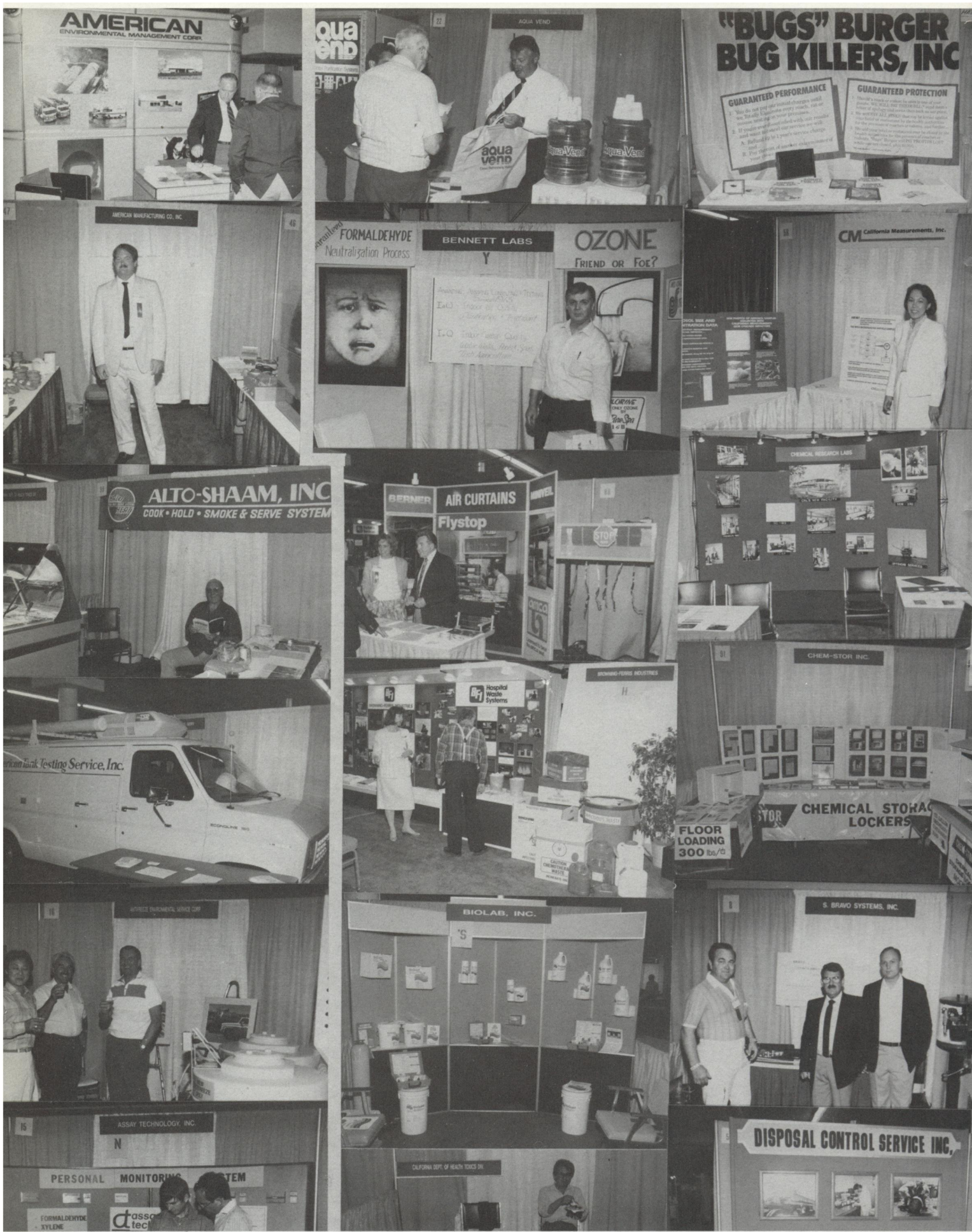
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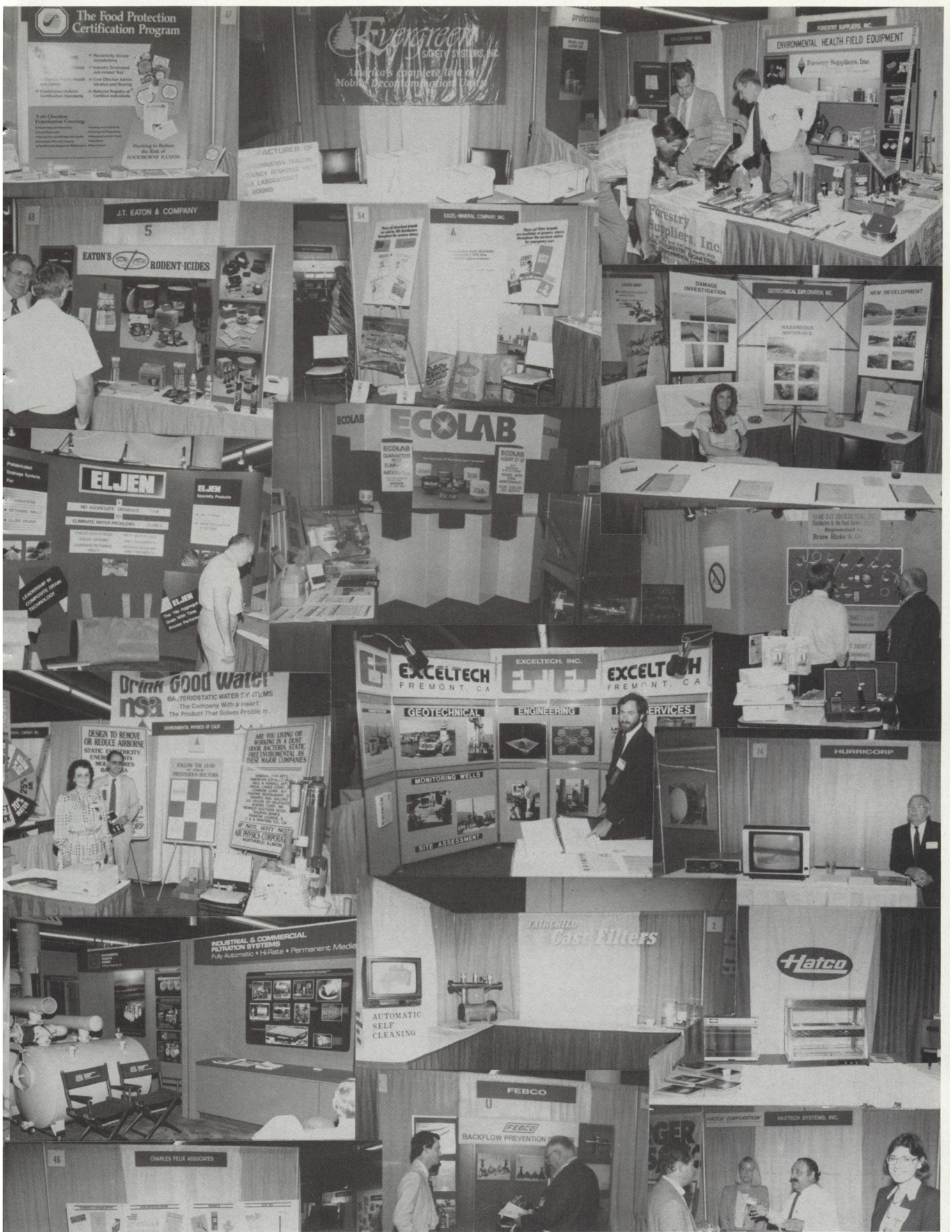
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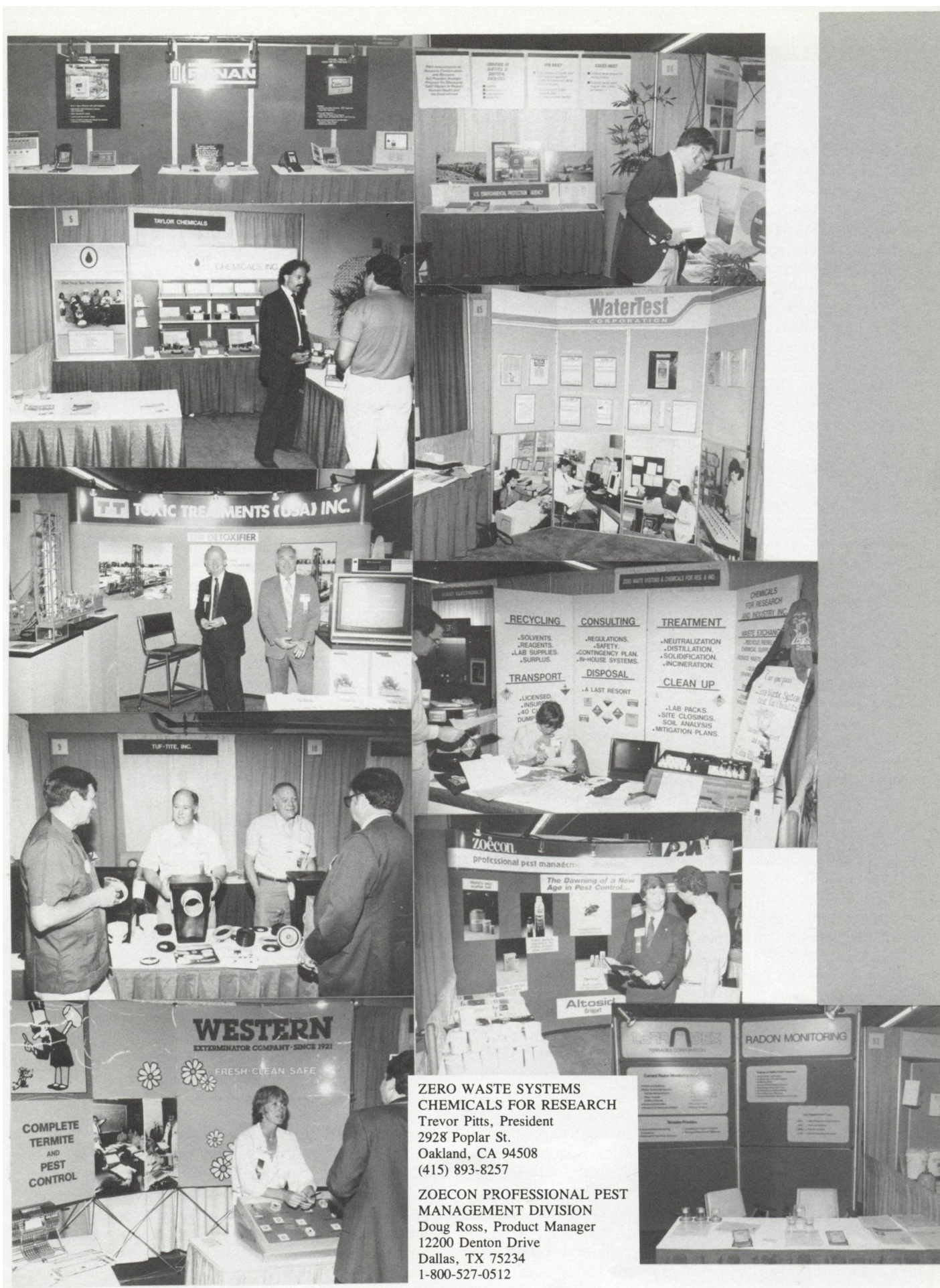
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