

# PROFESSIONALISM

## El Paso KEYNOTE Presentation

Dr. Ted Granovsky, B.C.E.  
Granovsky Associates, Inc.,  
1720 Barak Lane, Bryan, TX 77802

Go to  [www.granovsky.com](http://www.granovsky.com)  Go to

This presentation and outline will be posted on our site by noon Friday, 2 April 2010, along with my other talks.

## I. Who is Dr. Ted Granovsky, B.C.E.

- Born in **St. Paul, Minnesota** in February, **1945**;
- Father was an immigrant from Ukraine, U.of Wisc. Ph.D., & Univ.of Minnesota entomology prof./emeritus for 53 yrs;
- Ted at University for **11 years** and has **3 college degrees** all related to insects;
- Taught & did research at 3 universities during **11 years**;
- A **37 year** member of the Entomological Society of America, since 1973;

## I. Who is Dr. Ted Granovsky, B.C.E.

- **Texas resident for over 32 years**, since 4 January 1978;
- Urban & Industrial Entomologist, **certified in 1982 by ESA**;
- **Texas Certified Pesticide Applicator**, since 1984;
- Member of **NPCA / NPMA** for over 25 years;
- Member of **TPCA** for over 25 years; and
- Business owner of full-time consulting firm for over 25 years.

Univ. of Minnesota



## Ted's Education

1968 B.S. = U. of MN @ 23  
1974 M.S. = KSU @ 29  
1978 Ph.D. = KSU @ 33

11 Years at University level  
just to study bugs! ? ? ?



Aggieville @ KSU

280 million year old fossil of a dragonfly wing found in Elmo, Kansas during the late 1930's by F.A.Holmes of Grove, Oklahoma when he was a graduate student.



## Three years of work in Paraguay



- Sept. 1969 @ 24 - Nov. 1972 @ 27
- Formed 1<sup>st</sup> entomology laboratory in the country
- Taught 3rd year students, 3 years
- Conducted research in 17 fields of wheat for M.S. degree



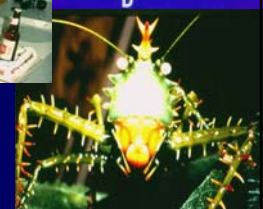
- Worked as U.S. Peace Corps Vol.

## Nearly 6 years of TAMU Work




4 January 1978 to 30 August 1983  
@ 32 to 38 years  
Interviewed in a burnt orange suit


65% Research and 35% Teaching



## Jobs with Urban "bugs"



**TAMU Cotton Entomologist**



"Scram, this bench is saved for alumni!"

E.R.L. Urban Info.

## Granovsky's Journey in Business

| 1984 – 1990 | 1990 to 2001 | 2001 to date |
|-------------|--------------|--------------|
| Home        | Villa Maria  | Barak Lane   |



## G.A.I. facilities and main work



HCF

Services

R&D

Trainings


International

1720 Barak Lane

## Integrated Pest Management

(Dr. Ted's IPM System since January 1985)

1. Education
2. Inspect & Identify
3. Exclusion
4. Communication & Cooperation
5. Trapping & Detection
6. Sanitation
7. Mechanical Control
8. Physical Control
9. Professional Staff
10. Chemical & Equipment
11. Quality Assurance
12. Documentation



## II. Warning / Advertencia

The opinions expressed during this presentation are those of the presenter.

The **INTENT** is to **help you think** about your activities, relationships and work !

## III. Professionalism

**A. Defined**

1. Professional character, spirit or methods;
2. The standing, practice or methods of a professional as distinguished from those of an amateur.

**B. Professionals who are NOT Amateurs**

Architect, Doctors, Electricians, Professors, Teachers, Pest Management Specialist / PMP, Plumbers, Auto mechanics, Farmers, Secretaries, Sales, Waiters (Arg.)

### III. Professionalism

#### C. Characteristics

- Focus on doing "it" without errors
- Constant learning effort to try to improve abilities

#### D. "Requirements"

- Reasonable Education / Experience
- Certification standards met or exceeded

#### E. Responsibilities

- Takes "credit" for the positives and the errors
- "The buck stops here !"      "To error is Human"

### III. Professionalism

#### F. Doing Free Inspections = Professional "Drop-Outs"

- Doing them FREE since the competition does, is a significant lowering of one's self esteem / value
- Client gets what they pay for !    20 – 30 min look-see

#### G. Client Expectations

- Reasonable fees for service rendered
- Effective services without call-backs
- Service charge for added visits vs. FREE call-backs

### "Caveat Emptor" / Buyer Beware

#### Become Informed !



"How to Select a Termite Control Service" L178 or E369

Consumer should be on-site during ALL inspections !



Listen with Care and ASK QUESTIONS

NO Free Inspections PLEASE !

### Consumer Responsibility

#### Care of Structure / Ownership

- Become informed about termites      **Do NOT Panic !**
- Learn about treatment options.      **Take your time !**

Have SITE inspected ( OJO on **FREE** Inspections ! )

- Evaluate 3 proposals, at least 3 different firms
- Understand basics and limits of work to be done
- Prepare areas and cooperate with service provider

- Pay for service as per agreement
- Re-evaluations at least annually !

### IV. What Is Your Identity

#### A. Stereotypes . . . many, many to go around !

- Exterminator
- Bug Man
- I'm a Killer
- Pest Control Operator
- Pest Mgmt. Specialists
- PMP = Professional or Progressive Pest Manager

#### B. What do you do ?

- "I'm an exterminator !"
- "I kill bugs !"
- "I protect health, property and the environment"

### IV. What Is Your Identity

# 9 = Professional

Profesionalismo



#### "The Name Game"

Results from a 1997 survey of pest control firms indicated:

- 37.5% Pest Management Professional
- 25.0% Pest Control Specialist
- 18.75% Pest Control Operator
- 12.5% Exterminator and
- 6.25% Pest Management Technician

**WHO are YOU ?**

## IV. What Is Your Identity

### C. Who are you, personally ?

Do you like and value yourself ?  
 What is your emotional stability like ? "Moody ?"  
 Are you doing what you really love to do ?

### D. What are your friends like ?

Are you open, honest and trustworthy ?  
 Can your friends count on you being there for them ?  
 Are you proud of the friends you have ?  
 Are your friends just like you & are you open to other beliefs, cultures, experiences . . .  
 Are you tolerant of differences with your friends ?

## IV. What Is Your Identity

### E. Inherent Values of Each Person

Does your God discriminate ?

Why the **LACK of TOLERANCE / HATE** all around us?

**USA = Immigrants** I'm glad my dad arrived in 1913 @ 26 yrs.

### F. Hypocrisy:

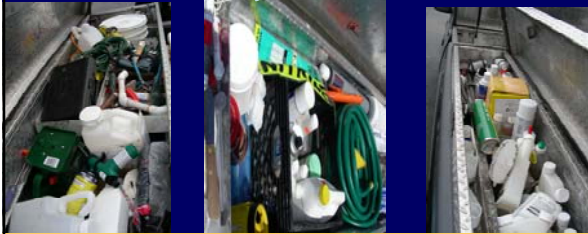
"The false profession of desirable qualities, beliefs or feelings, esp. a pretense of having virtues, moral principles or religious beliefs (ACTIONS) that one does not really possess."

**Just listen to the "jokes" people tell !**

## IV. What Is Your Identity

### G. How you dress and vehicle organization

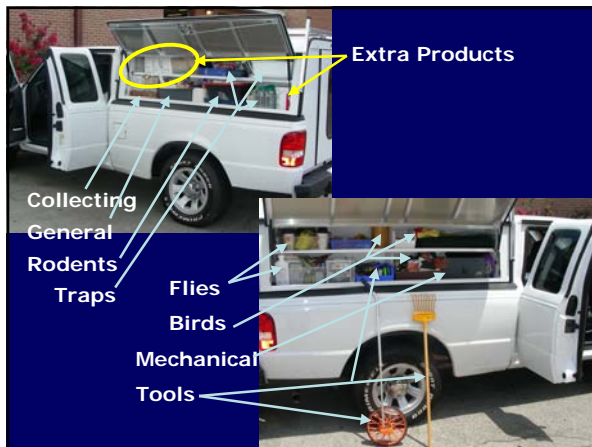
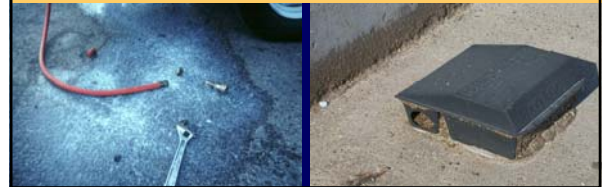
Reflect what we **THINK** about / how we **VALUE** self !  
 Look at others near you. **Professionals ?**



Professionally Organized Service Vehicles ? Can you "SMELL" it ?



What do these photos say about professionalism ?



## V. Being a Success in YOUR Business

### A. Define Success ?

\$\$\$

Travel

Title (President, Boss, Manager, Owner)

Having a Job No Debt !

Helping others in need... Haiti ?

Conquest

Free Time

"165 work days / yr"

## V. Being a Success in YOUR Business

### B. Small Business – A National Snapshot

## Business Basics - Money or Not

"Entrepreneurship is about creating economic value from nothing !"

"You start with an **IDEA**, if the idea has merit, you'll need the **WILLPOWER, MONEY** and a big dash of **LUCK** to make a go at it. "

## Business Basics - Money or Not

"If all goes well, you'll create jobs and wealth.

You might even come up with a product or service that transforms its market and improves the world. But it ALL STARTS with just a few neurons firing inside your head !"

Richard McGill Murphy, Editor  
FORTUNE Small Business

Sept. 2009

## Business Basics - Money or Not

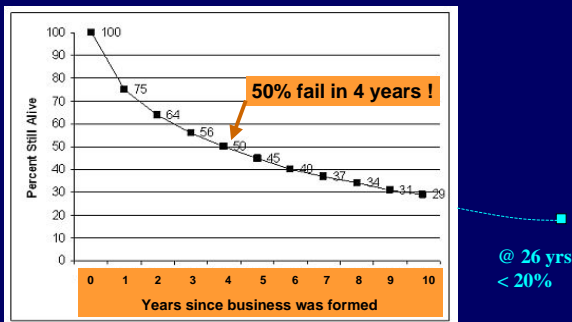
In the USA, 89% of ALL business are considered as **SMALL**, having fewer than 20 employees and >50% of these are based out of homes.

Nearly 79% of these firms have only **ONE** employee, the owner or perhaps an owner & spouse. Average salaries @ Non-Employee firms < \$ 25,000, based on average **GROSS** receipts of \$ 44,335.

These approximately 20 Million firms generated over **\$750 Billion** in receipts !

**NOTE:** These firms have nobody who gets a regular paycheck from them !!!

## Business Basics - Failure Rates



In general, MOST businesses fail !

## Business Basics - First Jobs

Small businesses provide  
**67%** of workers with  
their first job !

## V. Being a Success in YOUR Business

### C. What have YOU done to be PREPARED for your job ?

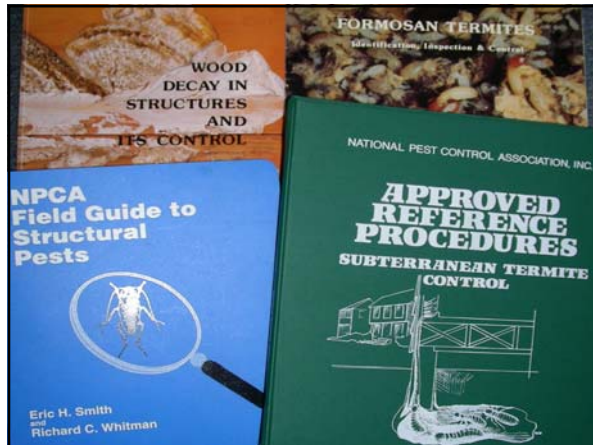
- Community college or College Degree in Business
- At least **40 hours of TRAININGS** per year
- CEU requirements
- Reading of business and technical books
- State and National PMP meetings

### D. TPCA and NPMA Membership

- Excellent value, esp. with JOINT membership
- Training programs
- Magazine
- Distributor & Manufacturer contacts

## National Pest Management Association

Encourage Professional Development and Behavior



## VI. Hire Quality People

### A. Hire Slow, Fire FAST

"Hire slow and fire fast!"

- |                     |            |                   |
|---------------------|------------|-------------------|
| Business 101        | Management | Facilities        |
| Hiring & Interviews |            | Marketing & Sales |
| Billing             |            | Cash Flow         |
| Time Mgmt.          | Licenses   | Taxes             |
|                     |            | Doing the Work    |



## VI. Hire Quality People

### B. "Where do you find these people ?"

Entomologists may be good technically but POOR in the communications department !

### C. An outside viewpoint: How does your firm look ?

- How do your SERVICE VEHICLES look ?
- Have you asked clients what they think ?
- Do you have a full length mirror up in your office ?
- What do visitors think of your firm ?
- Have you ever hired a business consultant ?
- What do your clients think of your employees ?

Would these two leave a lasting impression with customers ?



## Universities

Especially through Land Grant System 1855

### a. Mission = 3 legged stool

Research

Extension (County Level)

Educational



### b. Entomologists B.S. M.S. Ph.D.

Years = 4-5 2-3 4-7

### c. Professional Activities



## VI. Hire Quality People

### D. Job Descriptions – basic work & benefits

- Outline employees responsibilities
- A basis for review performance
- Help to eliminate office conflicts on work roles
- Job descriptions should & will change

### E. Recruitment – Hire those who know how to work

- Hire attitude, individual focus, persistence
- Look for people who want to grow their incomes and future. These are people who can think !
- Hire those who take pride in their own vehicles, appearance, clothing, organization, finances.

## VI. Hire Quality People

### F. The Interview, DO's and Don't

If it's pertinent to the job and ALL applicants go through it, it is legal. If it is NOT pertinent to the job and only selected people go through it, it is NOT legal ! Do **MULTIPLE Interviews**

### G. Pre-Hire Testing and Background Check

At minimum, do **MATH** and **MAP** tests

Doing ONE on ONE interviews with the previous supervisors is positive.

The MORE you can find out about a person before you hire them, the better off you will be !

## VI. Hire Quality People

### H. What can GET YOU FIRED ?

- Spell out the Do's and Don'ts of your firm
- Spell out that ALL EMPLOYEES are considered as "employees at will"
- Treat ALL employees equitably
- Specifically list what can GET you FIRED
- Generally, decent employee retention is a good sign of a healthy organization.

### I. Job Offer

- Spell out the terms of the employment = "at will"
- Indicate probationary period, trainings needed, duties, responsibilities, holidays, vacations, pay

## VII. How to be A Great Employee

### A. Willing and able to learn - "Get'r Done"

### B. Open to new things

### C. Honest - Actions speak louder than words !

### D. Timely with appointments

### E. Fair with others - Social and sexual behavior

### F. Documentable

### G. Takes care with equipment, clients, confidentiality.

Many types of educational experiences are needed to become a true professional !




Individually Books & Videos Training Classes Examinations



Identifications Equipment Use Field Work TIME

## Knowledge of the Technician



1. Inspector – species, where, equipment, math skills, how to sell treatment, good public relations skills, **TRAINED & EXPERIENCE !**
2. Treatment – where, how, math skill, right equipment, care of client property, work quality.
3. Helpers – informed, work with care and follow instructions.



**Walking** 

**Questioning** 

**Investigating** 

**Observing**   
**Samples**

**Thinking** (Gray Matter) **Actions** 

## Entomological Society of America

  
**ESA**

  
**Board Certified**

  
**ACE**

Publication of Scientific Research on Termites  
 Annual Regional Meetings  
 Annual National Meetings      Symposia      Posters  
 Urban Pest Presentations  
**MUVE = Medical, Urban Veterinary Entomologists**

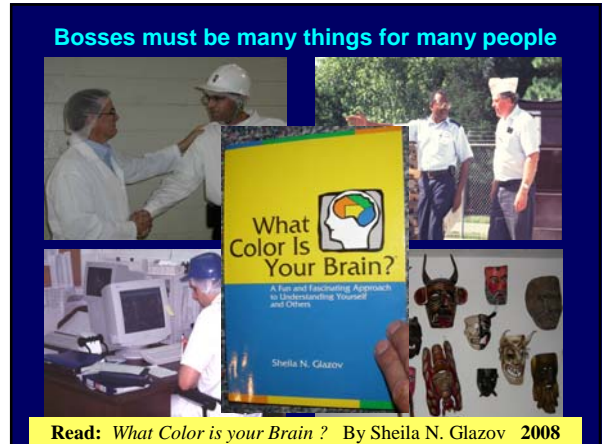


**R.Marsh, PMP, ACE**

## VIII. How to be a GREAT BOSS

- A. Provide the resources and a great environment
- B. Be Honest with employees
- C. Be Fair with ALL staff and clients
- D. Ask for input and opinions
- E. Be a good listener
- F. Realize that as a human being, you may be wrong !
- G. Know and follow employment laws
- H. Provide Benefits: Key Employee Insurance, Health, Vacations, etc.
- I. Trainings and Re-trainings = 40 hrs per year minimum
- J. Field Sample TESTING via Known's and Unknown's
- K. Document it all





- ### VIII. How to be a GREAT BOSS
- A. Provide the resources & a great environment
  - B. Be Honest with employees
  - C. Be Fair with ALL staff and clients
  - D. Ask for input and opinions
  - E. Be a good listener
  - F. As a human being, you may be wrong !



- ### VIII. How to be a GREAT BOSS
- G. Know and follow employment laws
  - H. Provide Benefits: Key Employee Insurance, Health, Vacations, etc.
  - I. Trainings and Re-trainings = 40 hrs per year minimum
  - J. Sample TESTING via Known's & Unknown's
  - K. Document it all



## Business Basics - Loss Prevention

### A few of the many

- Accidents
- Fire
- Flood
- Lawsuits
- Records Loss
- Theft



### Time Theft by Employees

Waiting too long before letting someone go !

## IX. Day to Day

- A. "Way to Go" = POSITIVE interactions !
- B. Supportive in public / Negatives in Private
- C. Official recognition = monthly to yearly
- D. Birthdays Off = MUST be written SOP
- E. Flexibility = USE CARE, depends on earnings  
Watch overtime laws ! MUST PAY for hrs > 40

## IX. Day to Day

- F. Listening & Asking Questions = a +++ fo emp.
- G. Fair Treatment = Avoid Favoritism
- H. BE OPEN & HONEST with what is going on
- I. Benefits and Pay Increases = Written Out
- J. Rewards Programs = Support Loyalty

## X. Learning More

### A. Must Read

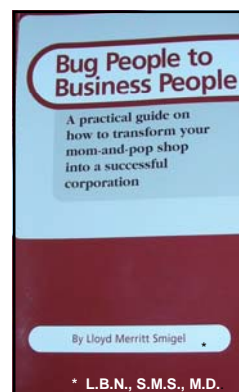
- Bug People to Business People L.M.Smigel 2006
- Smart Moves for People in Charge: 130 Checklists to help you be a better leader S.Deep & L.Sussman 1995

### B. Good to Read

- The Boss's Survival Guide B.Rosner, et.al. 2001
- What Color is your Brain ? S.N.Glazov 2008

### C. Other sources

- Internet business items = lots of items
- NPMA materials, programs and Academy
- University Extension Publications



### A Few of the 21 Chapters

- Goals, Visions & Mission Statements
- Include Employees in Decision-Making
- Critical Importance of Job Descriptions
- Manual & Handbooks
- Training = Do or Die.... or Get Sued
- Hiring, Maintaining & Firing Employees
- Take Control of Your Business
- Customer Service X Customer Retention
- Employee Retention
- Sales Management
- Profit & Loss Statements
- Safety
- Human Resources & Development
- Your Performance Evaluation
- Sharing the Growth & Profits

© 2006 Pest Control Books, a division of Questex Media Group. 152 pp.

