

THRIVE IN A RECESSION | PARAFFINIZED RODENTICIDES | KURT SCHERZINGER

PestManagement

PROFESSIONAL

March 2009 \$7.00

YANKEE STADIUM

Big League Business



GATE 4

Inside:

PMP's 2009 Bird Guide



Big League

By **Stuart Aust** • Contributor | Photos By **Fred Miller**

I used to wonder who provided pest management services to those big, high-profile accounts. I never imagined it could be us.

There was a time when I would prospect only small and medium-sized companies. There's nothing wrong with servicing those smaller companies — I built our organization on targeting reliable, small- to mid-level businesses. But, for years I never considered targeting anything bigger. I believed those accounts were impenetrable, out of my league and best left to the “big-time” pest management companies.

I believed that until the day my son Nick, who was 7 years old at the time, challenged me to dream big — a field of dreams as big as Yankee Stadium.

I'll never forget that day in fall 2000. The New York Yankees were playing the Seattle Mariners in Game 6 of the American League Championship Series at Yankee Stadium. The winner of this series would play the New York Mets in the World Series.

As a life-long, devoted Yankee fan, it was a joy for me to take my two oldest sons, Nick and Dan, and their friend Chris to the game that night. The boys, dressed in full Yankee attire, were amazed at the

excitement of the fans. The stadium was electric.

During the course of the game, Nick pointed to the scoreboard in left field and said, “Dad, you need to call the Yankees about those pigeons on the scoreboard.”

I still find it intriguing that, in the heat of this playoff game, my son even noticed the pigeons. But he did. A few days later, Nick asked again, “Dad, did you call the Yankees?”

A couple of days later, he asked a third time and then my wife, Donna, chimed in and her question struck a chord. She asked me if I was afraid to call. It was then that I knew it was time to contact Yankee Stadium.

Called Up From the Minors

Nine years ago, I had the mistaken belief that cold calling a high-level account, such as Yankee Stadium, somehow would be much more difficult than cold calling less prominent prospects.

I was pleasantly surprised to discover the same professional approach that normally gets me in the door with smaller prospective clients worked just as well with Yankee Stadium. Of course, it takes time and effort to



Business

To acquire the Yankee Stadium account, Bug Doctor aimed for the fences

make contact with the appropriate decision makers, perform a thorough walk-through inspection and prepare a detailed proposal, but persistency and courtesy pays off.

I've come to realize servicing prestigious accounts, such as Yankee Stadium, is no different than servicing small- to mid-level accounts — it's simply on a much larger scale. While the stakes might be high, there's no need to be overwhelmed or fearful. Not every pest management company has the capacity to address the needs of such a large account — but many do, and they can and *should* compete in this market.

To execute jobs of this magnitude requires a project management approach that includes extensive planning, strict time lines and detailed breakdowns of projects into manageable and measurable components.

At Bug Doctor Termite and Pest Control, we assign our top pest management supervisors, and quality assurance managers to provide service to “the Majors,” and ensure all goals are met in a timely fashion. I personally stay involved and follow-up with each project for all of our large, high-profile accounts to maintain customer satisfaction and retention. It's a privilege

and an honor to interact with the New York Yankee management team — some of the finest professionals with whom I've ever done business.

Grand Slam Account

Our relationship with the New York Yankees opened many new doors to other stadiums and large venues, such as Staten Island Yankee Stadium, Madison Square Garden, Nets Champion Center, Yonkers Raceway and

continued on page 22



Stuart Aust sits in the dugout of old Yankee Stadium. On the cover, Aust stands in front of the new Yankee Stadium.

Big League Business

continued from page 19

the National Basketball Association.

In addition, Bug Doctor Termite and Pest Control now provides service to many other high-profile accounts, such as Rockefeller Center, the U.S.S. Intrepid Battleship, the United Nations, the Bronx Zoo, the Brooklyn Bridge, the Trump Organization and The Metropolitan Museum of Art. The key to success with these accounts is once again, keeping the communication lines open between the key individuals from the accounts who specifically handle the pest management and our service team. Having a sound quality control/assurance program to measure the effectiveness of service is critical.

Winning the contract with Yankee Stadium was more than just acquiring our first major account. There is something surreal to be a part of the winning tradition and rich history that comes with Yankee Stadium. As a Yankee fan, it's been an honor for Bug Doctor Termite and Pest Control to provide service at the same stadium where Babe Ruth, Lou Gehrig, Joe DiMaggio, Yogi Berra, Whitey Ford, Mickey Mantle, Reggie Jackson, Don Mattingly, Derek Jeter and many other Yankee greats played.

"The House that Ruth Built" also was the former home of

the New York Giants, the site of three Papal Masses and host to 20 of boxing's most famous fights.

Our hand-picked technicians and service supervisors are proud to serve Yankee Stadium. If possible, we've become even bigger Yankee fans than we were before.

Our excellent service has allowed us to follow the Yankee organization to the new Yankee Stadium.

Building a Dynasty

Recently, the New York Yankees offered us participation in a sponsorship relationship that designates Bug Doctor Termite and Pest Control as the official pest control provider of the New York Yankees. This sponsorship status allows us to place the designation "Official Pest Control Company of the New York Yankees" on our advertising material — which huge.

We've recently designed a new Bug Doctor Termite and Pest Control advertisement to appear in the *Yankees Magazine* this season and it was exciting to see our Bug Doctor logo displayed on the scoreboard before each home game this past season. Our business cards, work orders, letterhead, coffee mugs — and even our vehicles — tout our affiliation and business relationship with the New York

Yankees. Because of this designation, new clients have built in assurance in our service.

After all, if we're good enough for the New York Yankees, we're good enough for them.

Of course, there was an instance where we were *not* as enthusiastically received because of our affiliation with the New York Yankees: We were recently providing service for a New England account and the manager of the retail store is a Boston Red Sox fan. Although



Bug Doctor Termite and Pest Control management meet up with **Yankee** management on the pitcher's mound of old **Yankee Stadium**.



pleased with our service, when she was presented to sign our work order, she refused because the work order stated “Official Pest Control Company of the New York Yankees.”

We never enjoy losing business, but in this case, we “took one for the team.”

All-Star Service

To interact as professionals with such a star account, we instituted a policy to not ask for autographs from New York Yankee players or attempt to engage in conversations with them. When a Bug Doctor technician, supervisor or manager enters Yankee Stadium, his/her priority is to conduct business in a professional and discreet fashion.

Our only job is to keep the environment pest free. At times, I’ll admit it is tempting to ask for autographs when I see players, but I refrain. And my staff refrains, because we refuse to abuse the trust and confidence Yankee management has in our commitment to respect players’ privacy.

We take pride in upholding all professional standards that are expected of us.

In the New York Metropolitan area, it doesn’t get any bigger, any more prestigious or any higher profile than Yankee Stadium — old or new. We’re in our ninth season of providing service and I am proud to work with such a professional organization.

Thanks to my affiliation with the New York Yankees, today there is no limit to the types of accounts I will pursue. I am indebted not only to Nick, for helping me realize we can reach higher and dream bigger, but also to the New York Yankee Organization for their faith and trust in our company. **PMP**

You can reach Aust, owner of Bug Doctor Termite and Pest Control, at 201-599-1007 or e-mail stuart@bugdoctorinc.com.

Old Yankee Stadium

85 Years in Existence (1923-2008)
6,581 regular season games
161 postseason games
37-of-83 World Series

New Yankee Stadium

Inaugural Season 2009
52,325 seating capacity

Circle #120