

The Story About Why We Call Orkin... "Dorkin"

Late November 2007

It was no easy task to meet the USDA deadlines and come up with a biological, non toxic alternative for flea control for the US Army in late 2006. Now with the cedar oil solution recent and highly successful formulation Dave, Doc Ben and the rest of the team were giddy with pride and joy. Finally after so many, many attempts they had successfully formulated the non toxic bug killer they envisioned. So Now what?, At the time Dave operated the internet fulfillment center out of his garage in a wooded and quiet neighborhood north of Houston. For weeks Dave had been thinking, "How do we let the world know that we have discovered a cedar oil based fluid that can kill a long list of insect pests without toxicity to people, pets or the planet?"

Dave and Doc Ben thought the best route was to broadcast their message to those most likely to value from a non toxic bug contact killer, pest control operators. In late November 2007, Dave got on the phone and called Orkin's Atlanta based headquarters to introduce them to the product...and called, and called, ringing in the new year and beyond without a single return call from the good folks at Orkin...

The Plot Thickens.

On January 15, 2008 Dave changed tactics, "Ben, you get a letter together and we'll start e-mailing these guys and follow up by sending them samples individually, if they won't return our phone calls, maybe they will acknowledge our e-mail!" Dave laughed, imagining the absurdity, after two months of the cold shoulder, contact would be unlikely, still he felt like it was worth one last try.

Later that afternoon, the following e-mail greeting and introduction was sent to Orkin's Technical Director, Frank Meek along with a handful of Orkin's top people-

-----Original Message-----

From: Askben

To: Frank Meek; Larry Hanks; Catherine Barton; Howard Jorns; Alan Shifflett; Jeff Kolter; Bill Siegel; jwelsh@orkin.com ; Joseph Laraia

Sent: Tue Jan 15 15:02:39 2008

Subject: INSTANT DEATH Flea, Bed Bug and Scorpion Control. Bio Solution endorsed by USDA

Greetings

Please let me introduce myself. I am Dr Oldag. The following is information you should know if you are in the Pest Control Industry. There is a way to control fleas, bed bugs, mites and scorpion. This is accomplished with a next generation Bio product I was

instrumental in developing in the Laboratories in Texas. The following will give you some insight into the development of this dynamic product.

The United States Department of Agriculture came to us less than a year ago with a request to formulate a BIO flea control agent for use by the troops deployed to the Mideast. After about 4 months of work organic scientist Dave and I arrived at the current formulation. I suggest that this formulation is paramount to any Bio or Chemical product previously introduced to the market place. Still, it can be used directly on human or animal life, never migrating beyond the epidermal layer of the skin. It can be used as a repellent or as a spray application for surface areas including but not limited to cloth, carpet, wood, plaster board, hair or any surface other than plant life. It will not stain or attract dirt. Exposure to this formulation results in INSTANT DEATH to fleas and other parasites. It is not considered a nerve agent but a pheromone interruption provocateur. Simply put, it triggers a closing of the insects breathing pores resulting in an immediate temperature drop that promotes their immediate demise. Mortality rates are 100%. For control of parasites such as fleas, lice and bed bugs, death is a paramount objective as the reproduction levels are often beyond comprehension and overwhelm the control endeavor.

We has now achieved production levels capable of providing our solution to the PCO Industry. I suggest you need this product in your arsenal of insect control products. Your customers will appreciate your service when done with an effective Bio Product. GO GREEN is the buzz word for the PCO Industry, and you can be a part of the movement. Special pricing for quantity purchase will reduce the price to you. Our warehouse provides their own distribution and you will not be able to procure our product from your normal suppliers.

For more information contact Dr. Ben. Or, in the alternative you can go to the and order securely on line. Take a moment and read the attached Press Release . I am sure it will enlighten you on the technology used to create this dynamic product.

Thanks for reading this document. Have a good day.

Dr. Oldag

2 Minutes Later!

Wow, after weeks and weeks of attempted contact by telephone, it took just 2 quick minutes and “Voilà” contact with the mother ship had been established...

----- Original Message -----

From: Frank Meek

To: askben

Sent: Tuesday, January 15, 2008 2:41 PM

Subject: Re: INSTANT DEATH Flea, Bed Bug and Scorpion Control. Bio Solution endorsed by USDA

Dr. Oldag,

Please refrain from sending product information to anyone out-side the technical group. Any product that Orkin uses must be approved by my office. Communication outside the technical service group only delays or prevents your products potential approval.

Frank Meek, BCE
Orkin Technical Director
404-888-2898 P
404-888-2728 F

Perhaps "Orkin Frank" Was Having a Bad Day?

So Dave and Dr. Ben had finally made contact with one of the world largest pest control companies, not good contact, but contact nevertheless. Despite Mr. Meek's cool and bureaucratic brush off, Dave and Ben were driven like staving dogs on a meat truck to get their non toxic breakthrough into the hands of the Orkin-decider, Frank Meek decided what products Orkin was spraying in American. Perhaps Frank was having an especially bad day, after all sniffing those chemicals can make a guy irritable. A week later, Dave and Ben tried again.

-----Original Message-----

From: Ask Ben

To: Frank Meek

CC: Dave Organic Scientist

Sent: Mon Jan 28 22:16:15 2008

Subject: RESPONSE: INSTANT DEATH, Flea, Bed Bug and Scorpion Control. Bio Solution endorsed by USDA

Good morning Mr. Meek,

Good to hear from you. In response to the below request asking me to refrain from sending product information to anyone other than those within your technical group, I acknowledge your request. Unfortunately, I do not know who those individuals are, and subsequently would not be able to oblige you in your request unless provided with a list of the same.

Our company has, since the introduction of our formulation, been approached by

numerous Orkin Pest Control Technicians from across the United States. As you may or may not know, our cedar oil formulations are second to none when used for control of inside and outside arthropod including but not limited to fleas, ticks, bed bugs, scorpions, chiggers, silverfish, mites, mosquito and an array of different insect species. Several of Orkin Technicians have requested samples and subsequently have purchased the product for their own personal use and in their daily treatment activities. Numerous home owners have supplied Orkin technicians with our solutions for application in their homes as an alternate to the chemical applications Orkin insists on applying.

The practice of using synthetic chemicals for the use of insect control is nearing an end in North America. No longer is it prudent or politically correct to apply nerve gas by products or Pyrethroid substance in a quest to influence eradication of flying or crawling pests. There are superior alternatives. I suggest that it is time for Orkin to review its status as an environmental steward and accept new and exciting chemical free and biological products as an environmentally friendly way to obtain the results of their insect control agenda.

Because Orkin is a leader in the Pest Control Industry, I personally instructed Mr. Glassel to make contact with your company with reference to supply of Cedar Oil products to your organization. In reviewing his notes, I find that you were contacted on numerous occasions by Dave, with reference to introduction of products to your company. All attempts were in vain, with his last attempt taking place in late November of 07. At that time you had zero interest in exploration of the use of anything other than chemical products. Shame on you sir. Because of your disappointing position, I elected to make contact with your technicians by email. The response has been exciting to say the least. We have sent samples to many of the responders and will continue to do so as we move forward with the introduction of our insect control products.

If Orkin has an interest in creating a dialog related with our company and PCO Choice chemical free solutions, please advise. I will instruct Mr. Glassel to again make contact with you.

Thanks and have a good day. We hope to hear from you soon.

Dr. Ben

Finally, The Icy Truth Straight From The Horse's Mouth.

“Wow, there might be something to this internet thing!” Doc Ben said when they discovered Frank’s reply early the following morning...

-----Original Message-----
From: Frank Meek

To: askben

Sent: Tuesday, January 29, 2008 5:06 AM

Subject: Re: RESPONSE: INSTANT DEATH Flea, Bed Bug and Scorpion Control. Bio Solution endorsed by USDA

As I told you on the telephone when you called me, under no circumstances would I ever approve of a product for my technicians to use that is as effective as your formulation. We are a service business and use of a eradication fluid such as you describe would influence our income stream and I will not allow that to happen. Our business model is that of creating a contractual agreement treatment agenda with our customers. Your product use suggestion would jeopardize our long term customer base if it is as effective as you claim. Again, any product dealing with general pest control comes through me. You will refrain from further contacting any of the Orkin Field Personnel regarding use of your products.

Frank Meek, BCE
Technical Director
404-888-2898 P
404-888-2728 F
Fmeek@rollins.com
Sent from my Blackberry

Evil is As Evil Does...

So that's why we call Orkin..."DORKIN". Don't get us wrong, since that time we have sold to a good number of Orkin operators in the US and Canada, we don't have a beef with the guys. **However we have a serious problem with the entire 60 year old pest control industry, their senile disregard for human and environmental safety is at best ignorant; evil would be a close second. Evil in that they place their obscene poison peddling profits over anything else, even when there are non toxic alternatives readily available.**

Thanks,

Dave