



BARONA VALLEY RANCH RESORT AND CASINO AND ORKIN COMMERCIAL SERVICES:

HOW WRANGLING WASPS ON A RESORT RANCH LED TO A FIVE-STAR PARTNERSHIP

Nestled just outside San Diego among the gently rolling hills of the Barona Indian Reservation, the Barona Valley Ranch Resort and Casino boasts some of the finest gaming, accommodations and culinary offerings in southern California. With more than 3,400 staff members, almost 600,000 square feet of posh resort and casino space, nine dining venues, and an award-winning championship golf course that has been named the 3rd best course in California by *Golfweek* magazine, Barona keeps its 400 guest rooms packed to 90 percent occupancy year-round.

Given the resort's enormous size and scope and its status as an exclusive destination, vigilant pest control is a top priority. Since 2001, Barona has partnered with Orkin

Commercial Services to manage pests and today that partnership protects the entire property – from the casino and resort to the golf course. But the story of how the two parties first came together starts simply – with wasps.

"Because we're located in a rural area, wasps are common. Back in 2001, we noticed we had a large population around the grounds," says

Barona Executive Director of Property Management Jim Ruecker. "For the health and safety of our guests, we wanted to nip the problem in the bud. We heard that Orkin had successfully implemented a wasp

control program at a zoo here in southern California. Our resort has similar terrain, so we visited the zoo to learn more. After hearing about the results of Orkin's work, we decided to give Orkin a try."

The first year of service saw Orkin trap close to 11,000 wasps at Barona. After bringing the wasps under control, the pest management focus began

shifting into other areas such as fly, mosquito and rodent control. Eventually the relationship developed into a successful partnership to control pest activity throughout the resort.

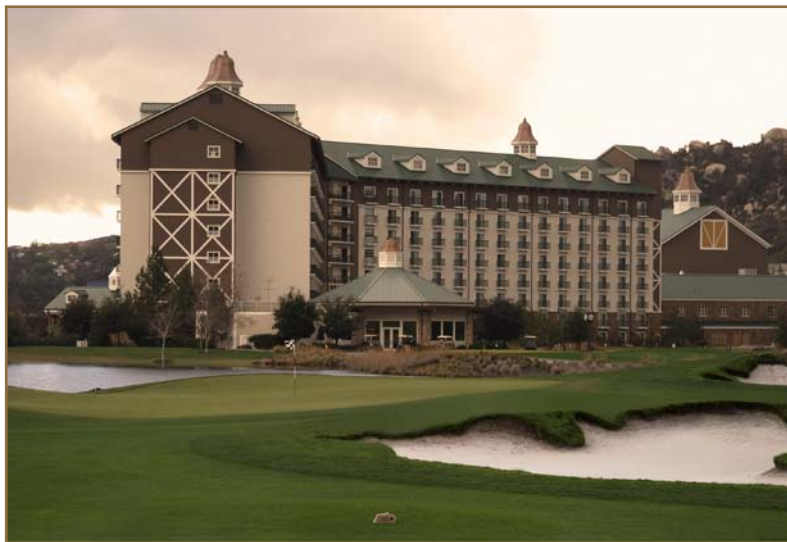
"First it was wasps and flies, now it's a full-blown program for our entire facility," says Ruecker. "Our Orkin technician has

really become like a staff member and that makes a big difference. He's out here five days a week and works so closely with us. Anybody could put out traps or spray where necessary, but he understands our

business and can effectively shift the focus to a 'hot spot' or address any signs of increased pest activity before it causes a problem."

In short, Ruecker says,

"Our provider before Orkin just wasn't cutting it. Now our whole program revolves around the tailored strategy that Orkin has put in place for us to be successful."



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