

Given GoodHeart Brands' emphasis on the finest quality prepared foods and meats, a self-sustaining pest control program is not a "nice-to-have," it's a must. That's why GoodHeart became an Orkin Gold Medal Protection customer in 2003. As Food Safety and Quality Assurance Consultant Jeffrey Bryan writes to Orkin Branch Manager Fred Coronado, his investment has paid off – with five perfect pest control audit scores and GoodHeart Brands' recognition in 2006 as one of the top 1% of companies audited by Silliker Laboratories.



GOOD HEART

Mr. Fred Coronado
Operations Manager
Orkin Commercial Services
2800 Northeast Loop 410
Suite 107
San Antonio, TX 78218

Dear Mr. Coronado,

I am a private consultant for GoodHeart Brands. Once a year I have the facility audited by Silliker in accordance with the requirements of our clients and in order to garner new business. Passing results are mandatory in order to maintain and gain business. More important than merely passing though is the prestige of scoring in the "excellence" range of 95% and above. This prestige can often be the deciding factor in who will be awarded new business or who will retain current business.

I have been let down by many other pest control providers in the past when less than satisfactory results were obtained from various auditors in the pest control category. My goal as a Quality Assurance Professional is to retain the services of a subcontracted pest control provider who will maintain the program 100% with minimal oversight on my part. The price that is paid for service warrants this demand. If I have any doubts about the service provided, then my valuable time is essentially wasted double checking the work of a pest control provider who may not be giving me 100%.

If I don't have the time to spare for this "double check" then I have to risk scoring less than excellent on an audit. The snowball effect can cause my clients to lose business. Although I have found many companies willing to provide service contracts and manuals that promise excellent service, many technicians have betrayed my trust when I discovered that traps were not checked to schedule, or traps that had long since vanished or been damaged beyond any useful purposed are reported as in place and checked for activity. Some technicians have not been proactive in preventing pest activity when obvious signs existed that a problem was occurring. When an auditor discovers discrepancies like this, my clients are at risk of low scores or even critical failures if actual activity is discovered.

For three years now I have retained the services of Orkin Commercial Services for GoodHeart in San Antonio, Texas. We decided to go the extra mile and pay for the Gold Medal program. As a budget-conscious person, I am not willing to authorize expenditures for any of my clients unless I am 100% satisfied with the service provided. **Hence I am writing this letter to you to advise you that not only am I 100% happy with the Gold Medal program, I am pleased to recommend this program to anyone who takes pest control as seriously as I do.**

The customer letter featured in this piece is an actual communication to Orkin Commercial Services from GoodHeart Brands' Jeffrey Bryan.



Jeffrey Bryan, GoodHeart Brands consultant, and "Chip" Johndrow, Orkin pest specialist, celebrate Goodheart's perfect audit score.



GOOD HEART

Although I have entertained bids that may be slightly less in monthly service charges, I would never risk losing the confidence I have in my service in exchange for chasing a few dollars. Those few extra dollars are well worth the comfort of NEVER having to worry that my company would suffer losses through infested ingredients, rejected product, unhappy customers, or concerned regulatory officials.

Although Orkin may take partial credit for creating such an excellent proactive integrated pest control system, the lion's share of credit must be awarded to Orkin Commercial Services Technician Mr. William J. Johndrow IV or "Chip." The program would be useless without his tireless vigilance and dedication to fulfilling the requirements of the service contract WELL BEYOND that which we expect of him. He communicates potential problems to us in a timely manner. He spends time talking to me about our services EVERY time he makes his rounds to GoodHeart. He recognizes subtle signs that an active infestation may be imminent and prevents major damage. He points out potential harborage sites and vectors so that we can be proactive in preventing infestation. In summation, Orkin may have a really good pest control program BUT it has a really GREAT technician who should be recognized for his incredible dedication to Orkin and GoodHeart.

On July 21, 2006, Silliker audited our facility with results that placed my client in the top 1% of all the companies audited by Silliker (and that list is prestigious). We were honored to receive Gold Certification. Chip played an important role in this score since we ONCE AGAIN scored 100% in the area of pest control. What thrills me the most, as a very busy person in a very stressful, rapid change environment, is that I had absolutely nothing to do with this other than having the good sense to have Chip as our service provider. I had virtually nothing to do to prepare for this audit in terms of pest control and my confidence in Chip is so high that I felt no need to double check or pre-audit any of his work. **This is at least the fifth time I have scored 100% in pest control with Chip at the helm of my pest control program.**

I thank Orkin for the Gold Medal Program and I highly recommend this program to all interested parties. Most importantly, I thank Chip for the "gold" he helped me obtain for GoodHeart. We shine because of people like him. If you aren't getting more letters like this, it can only be because people aren't making the time to give credit where credit is due.

Sincerely,
Jeffrey A. Bryan
Food Safety and Quality Assurance Consultant
GoodHeart Brands