

the Vision 360 team by balancing the ministry and business aspects of this organization. Greg's track record of success lead Vision360 forward exponentially in a challenging global economic environment."

Al Weiss
Former President, Worldwide Operations
Walt Disney Parks and Resorts

"If you're a CEO who is ready to take your company to the next level, you need Greg Clendenin. Greg is a master at identifying strategic opportunities for growth and for designing a systematic approach that will help you achieve operating results and exceed profit goals. He has a deep and instinctive understanding of business, a rare ability to balance short- and long-term results, the vision to set direction, the charisma to energize people and an execution edge."

Jean L. Seawright, CMC
President
Seawright & Associates

"Greg Clendenin is one of the rare individuals who understands that advertising is an investment and not an expense. His ability to build both his brand and his business through smart, impactful and effective advertising allowed Middleton to engage customers, drive sales and move more dollars to the bottom line. I wish every CEO we worked with understood the power of marketing like he does."

John Ludwig
CEO
Push

"Greg's leadership capabilities are second to none in the pest control and lawn care industries. He is a true professional who demonstrates honesty and integrity, and knows how to get results. Many of Greg's ideas have helped me innovate and grow my business successfully over time."

Sam Hagopian
CEO
Excel Termite & Pest Control

BIO Greg Clendenin, CEO of The Clendenin Consulting Group

Education

- Graduate of Liberty University in Lynchburg, Virginia; B.A. in General Studies.
- MBA Graduate with honors; Crummer Graduate School of Business at Rollins College.

Industry Involvement Has Included:

- Board member, NPMA.
- Received the National Leadership Award from industry peers in 2003.
- Board Member and past chairman of the Quality Pro program, NPMA.
- Past Chairman of National Lawn Care Committee, National Pest Management Association (NPMA).
- Speaker at industry meetings and conferences.

Career History

- Greg began his career in the lawn and pest control in 1979. In 1982, Greg became the General Manager and partner of Middleton Lawn & Pest Control, eventually becoming CEO and leading Middleton to become the 15th largest company in an industry comprised of approximately 20,000 companies in 2005. Greg led the organic growth of Middleton from five employees and \$488 thousand in annual revenue in 1982 to approximately 300 employees and annual revenues of \$35 million in 2005. This was accomplished with no acquisitions. During Greg's tenure as CEO of Middleton from 1996-2005, Middleton grew from \$8 million to \$35 million in annual revenue without any acquisitions...adding \$27 million of organic revenue in nine years. After the acquisition of Middleton in 2005, Greg

was the CEO of the public company from June 2005 until October of 2007. While Middleton was a full-service pest control company, it was also the 5th largest lawn care/spray company in the nation.

- In 1989, Greg also became a partner and the Vice President of Operations for Sears Authorized Termite and Pest Control as well as a member of the Board of Directors of All America Termite and Pest Control, Inc dba Sears Authorized Termite and Pest Control. During Greg's tenure as COO, the revenue grew from \$35 million to over \$100 million. The vast majority of this growth was organic. The company had 100 locations in nine states and was the largest privately held pest control company in the nation in 1996.
- In 2000, under Greg's direction, Middleton received the first Environmental Excellence award from the Orange County Environmental Protection Division. This was the first time a pest control company had ever received this award.
- In 1999, following Greg's initiative, Middleton established the first complete website in the industry with the ability to allow customers to purchase and schedule services online.
- From 2005 to 2007, Greg led the negotiations, acquisition and integration of 12 companies into the Middleton platform.
- Over the course of his career, Greg was the senior lead in overseeing the acquisition and/or sale of 25 companies.
- From 2010-2018, Greg held senior level management positions including CEO of Heron Lawn and Pest Control, later rebranded as Heron Home & Outdoor.

Community Interests and Accomplishments Have Included:

- Finalist, Entrepreneur of the Year Award, Center for Entrepreneurship, Crummer Graduate School of Business at Rollins College.
- Personal awards include the Gov. Lawton Chiles' Corporate Champion Award from the Howard Phillips Center for Children and Families, the Leadership Award from the Department of Juvenile Justice and the Excellence Award from the Orange County Citizens' Commission for Children.
- Member of the Orlando Mayor's Parramore Neighborhood Revitalization Task Force, by personal Mayoral appointment.
- Chairman of the Public Safety and Public Works Committee, Orlando Parramore Revitalization Task Force, 2004.
- Received the Key to The City of Orlando from Mayor Glenda Hood on February 15, 2003
- Member of the elected board of the Florida Citrus Sports Association.
- Member of the Board of Overseers, Crummer Business School at Rollins College.
- Member of Board of Directors, Center for Entrepreneurship, Crummer Graduate School of Business at Rollins College.
- Member of Mayor's Safe Orlando Task Force, by personal Mayoral appointment.
- Leadership Council, Orlando Philharmonic Orchestra.
- CEO, Vision 360, global church planting organization, volunteer position.
- Member of the Board of Regents, Liberty University.
- Member of the Alumni Board, Crummer Graduate School of Business

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CEO

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THE CLENDENIN CONSULTING GROUP

GO!MOMENTS™

(Growth and Opportunity Moments in Business)

During the life of any company, opportunities, that can easily go unnoticed, will present themselves over and over again. There will be opportunities to grow exponentially. There will be opportunities to refine and find efficiencies to increase profit. There will be opportunities to exit your company on good terms. Knowing when and where these opportunities occur and how to lead people and manage your capital, operations, sales and marketing to take advantage of opportunities, is the key to developing your business' long-term viability and economic value. Critical decision making during critical times of potential revenue and margin expansion is paramount to your company's ability to provide value to your customers, staff and owners. There are also ideal times to sell your company to the appropriate buyer. Thinking about selling? The Clendenin Consulting Group can help guide and fully assist you throughout the process from start to finish.

The Clendenin Consulting Group provides critical thinking by bringing 39 years of experience and expertise in entrepreneurial skills, professional management and growing multiple businesses with multiple locations. Not only have we seen the ups and downs and the expansion and contraction of markets, we have successfully grown our businesses, no matter what the market conditions. That is because we have stayed true to a simple and powerful belief:

"You cannot yield to circumstances. You cannot operate under the circumstances. You must be on top of the circumstances. You have to perform above them and do so on a level of sustained excellence. Being able to do so requires an aligned strategy that involves all business disciplines: Finance, Operations, HR and Marketing. In addition, it is just as important to have a corporate culture that holds the entire company together."
Greg Clendenin

After four decades of practicing this ourselves, we are now helping privately-owned businesses to develop their economic and market value. Great companies, regardless of their size, demand extraordinary leadership, strategic thinking, well-crafted planning, teamwork, implementation and execution. The Clendenin Consulting Group is the company that can help you accomplish this whether for a project-specific scenario or long-term, ongoing strategic planning; ensuring that no matter what you are going through, you will continue to move forward with clarity, confidence and conviction. The Clendenin Consulting Group provides elite consulting services that assist businesses in transitioning from "status quo" and plateaus into phases of growth and continual improvement by taking advantage of those growth and opportunity moments...those **GO!Moments**.

WHY HIRE The Clendenin Consulting Group?

- To efficiently prepare your company for the market and connect you with the right buyers.
- To maximize the economic and market value of your company.
- To grow margin and use cash from operations to fund revenue growth.
- To learn multiple and innovative ways to grow your company.

A challenging economic and competitive environment calls for extraordinary leadership, strategic thinking, planning, teamwork and implementation. Is your company on the precipice of great growth and profitability? How will you maximize and fully capitalize on the current and future windows of opportunity? Is this the right time for you to think about selling?" Greg Clendenin

Growth

Breaking Through Growth and Profit Barriers
How to Make Yourself Scalable
Targeting the Profitable Customer and Tagging the Unprofitable Customer
Customer Service and Retention
New Sales Improvement
Cost and Revenue Synergies
Pricing Strategy
Timing and Recruiting the Right Next Hire

Leadership

Developing an Unclogged Leadership Pipeline
Building and Managing Your Company From a Systems Perspective
Developing and Using Strategic Control and Management Reports

Efficiencies

Operational Efficiency
How to Best Differentiate Your Company
Adding New Products or Service Lines
Productivity per Team Member
Leveraging Overhead
Asset Protection
Purchasing Power and Strategy
Supplier Management
Making the Most of Information Technology and Your Network System
Managing Debt and Cash Flow
Compensation Formulas

Culture

Organizational Alignment
Creating a Quality Work Environment
Training for the Long-Term
Internal Communications
Developing Corporate Culture and Image
Leveraging Community Involvement
Creating a Boundary-less Organization
Safety and Loss Control

Marketing

Developing an Integrated Marketing Strategy
Building Brand Equity
Leveraging Every Dollar
Creating Leads

TESTIMONIALS

"I would like to express my opinion about my relationship with mentor and long-time friend and colleague, Greg Clendenin. It was my good fortune to meet and work with Greg more than twenty years ago. He was most instrumental in developing my career. In 2002 I opened a pest control company in Central Florida with two co-workers. Because of my exposure to Greg, we were fortunate enough to grow a very large, prosperous operation. After ten years with almost 200 cars and trucks on the road, and nine functioning locations, my team and I made a decision to bring a CEO onto our Executive staff. Naturally, there was only one choice for this position and that choice was Greg Clendenin. Greg and I were able to come to terms and shortly thereafter our new CEO took over the entire operation.

A few more years passed under Greg's remarkable leadership, and after thirty years in the industry, I decided it was time to place the company on the acquisition market. During the course of Greg's career, his reputation of acquiring and selling other pest

control companies was well established. Obviously, he was the only option as far as we were concerned to form, create and arrange this deal. Within a two week window, the company "book" we needed to begin this process was completed and on my desk. It was absolutely perfect!

Greg continued to engineer the process and before long, just as we expected, he began negotiating multiple offers. When he was finished, he had come to terms with the right buyer for us. I have been comfortably retired now since April 2017.

It is with great confidence that I recommend Greg Clendenin to you, or anyone, considering selling your business or assisting you in taking your business to the next level. His connections, expertise and skillfulness in these areas are undeniable."

Joseph Patti, Former majority owner, Heron Lawn and Pest Control

"I wholeheartedly recommend Greg Clendenin in any endeavor related to leadership, business or customer service.

Greg is a passionate, bright, ethical, entrepreneurial talent whom I would recommend to anyone who is looking to take their business to the next level."

**Glen Rollins
Former President & COO
ORKIN, Inc.**

"I have known Greg Clendenin since 1981 and have found him to be one of the finest and most capable managers that I have had the honor to work with. Greg combines great insight and wisdom with genuine personal charm and an authentic interest in other people. Anyone who has the opportunity to work with Greg as a consultant or mentor will be working with a person of unique and outstanding professional ability combined with unequalled integrity and character."

**Sandy Seay
Seay Management Consultants**

Greg Clendenin is one of the great Captains of Industry in the Pest Control Field. I had the opportunity to work with/under Greg Clendenin for several years at Middleton Lawn and Pest Control. During that time, an under Greg Clendenin's leadership, Middleton Pest Control grew to one of the largest Privately Held Pest Control Companies in the nation. Greg is a motivational leader and one with tremendous vision. Greg's result driven way of thinking and innate capacity of organization makes him one of the most successful entrepreneurs in the pest control industry. Greg's ability to bring "others" along with him is something that most people who have ever worked for him will never forget. He is the "Trainer of Trainers" and a consummate motivator of people. His influence in any organization will yield immediate results, measurable growth and improvement to the bottom line.

**Joe Valentine
President, CEO
Luv-A-Lawn and Pest Control**

"I have been both across the table and on the same side of the table with Greg Clendenin negotiating the purchase and sale of businesses. In both circumstances, Greg comported himself in an honest straightforward manner that advanced the transactions to successful closure-and enabled positive relationships to remain in place post-close."

**Graham Anthony
President
Anthony Advisors, Inc.**

"Greg Clendenin defines entrepreneur. His skills helped build Middleton Pest Control to one of the largest companies of its kind in the United States. He is a dynamic leader of people and was able to hire, train, motivate and lead his team to tremendous growth throughout his time with Middleton Lawn and Pest Control.

As the CEO of Vision360, I have seen Greg's skills firsthand. He charted the course for
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