

The President speaks...

"I hope that with the continuation of our newsletter, members will be updated with information and current affairs pertaining to our specialized and unique industry."

It is indeed timely to announce the good news of reviving back this 11th edition of the Association's newsletter. The last edition was Issue No: 10 in August 2002.

Newsletter is an important tool of communication and link with its members. We, at PCAM, intend to get closer to our members through this publication, which effectively and collectively forms an integral part of the Association.

I hope that with the continuation of our newsletter, members will be updated with information and current affairs pertaining to our specialized and unique industry.

With the advent of cyberspace and high-speed technology, consumers and clients can point and click anytime. They expect 24 hours professional services with quality.

In this issue, I would personally like you to read the keynote address by our Prime Minister of Malaysia to the Oxbridge Society of Malaysia at the Sunway Convention Centre, Petaling Jaya on 3 June, 2003 entitled "Competing for Tomorrow". He encourages us to change our mindset and mental attitude to face the challenges of tomorrow and to prepare ourselves for Vision 2020 based on improvement, productivity and meritocracy.

Also, Mr. John Ho's article "What is Quality Pest Control?" which he presented during our Malaysian Pest Control Convention & Exhibition in Penang, April, 2001. This article was based on Mr John Ho's 25 years of experience and love for the pest management industry. This article is substantiated by his following article entitled "Critical Pitfalls to avoid when managing a successful Pest Control Company" which will definitely appear in our next issue. (Mr. John Ho is the Managing Director of Aardwolf PestKare and is also a member of PCAM.) Incidentally he will be celebrating his silver jubilee of 25 years in Pest Management on the 1st. October 2005!

It is without doubt that professionalism and quality are two very fundamental words in our Pest Control Business. I can assure you that more articles will feature in our PCAM PestLink pertaining to these two words to ascertain or set a benchmark to be aware and be quantified what sort of standards would our clients expect from our members.

With this in mind, the Association will endeavor to provide useful and helpful information as well as research materials to benefit our members through the continuance of our newsletter.

Members are also welcome to feedback and share their experiences,



knowledge and research through this newsletter.

I look forward to positive and constructive feedback, which is the basis of this publication. I believe that in order for members to improve in their quality of doing business, the Association's objective of setting standards and code of ethics among the members is the key to our commitment for professionalism and quality services, at large.

As our newly appointed editor, Mr. Androo Sung has expressed that an Association is a powerful entity as its power far exceed that of an individual person or company. I like to encourage members to get more members as our strength lies in our unity through our beloved Association.

I like to end by reminding members of the wise saying "Knowledge, like money is of no value if it is not dispensed". Knowledge ought to be shared and dispensed amongst members and not hide inside our head.

President,
At Your Service
Ang Tan Loong