

FALL 2018

CYGNET ENTERPRISES, INCORPORATED

The Cygnet News

THE MOST SUSTAINING COMPANIES are built from the heart with hard work, discipline and passion for a specific industry by all levels of employees, management and ownership. These companies have strong foundations because of human spirit, dedication and focus on this specific industry. These companies are significantly involved in all aspects of that industry's market support activities at every level. These companies continue to strive to find a better way with the customers best interest foremost. This helps mold and influence what the industry looks like today, tomorrow and well into the future to ensure sustainability and continued growth. Only these companies are truly lasting and truly authentic.

This is Cygnet Enterprises Inc.

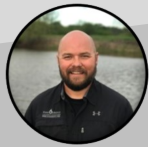
Guest Opinion

Race To The Bottom

Published on August 1, 2018

Trent Lewis, FPC

Senior Consultant, Pond Medics Inc.



I'm not talking about a race to the bottom of a pond or lake - I'm talking about the race to the bottom dollar. The true cost of discounting products and services means needing to make 100% more revenue (*depending on your gross profit margin*) to hit your same target profit margin.

In case you have A.D.D. and can't finish this article, the moral of this story is don't be a bottom-feeder. And I'm not talking about fish.

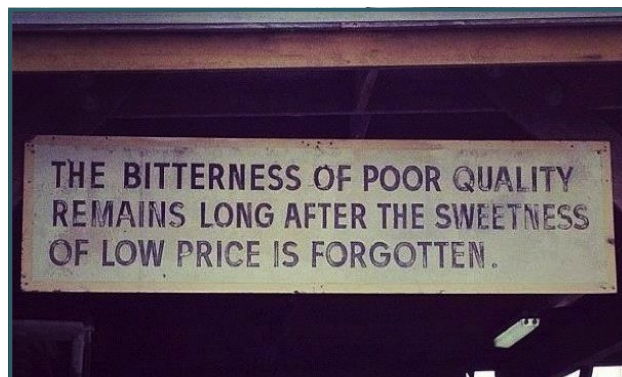
As markets emerge and services flood an industry, we see talented folks forget their talent and uniqueness that allowed them to make their way into a space and begin only competing on price. For some reason it's the common default and lowest common denominator in value proposition negotiations.

What are the real consequences of racing to the bottom?

I'm a simple guy which means I can only understand simple math (I had to take two remedial math courses in college just to get to my "real-count-toward-my-degree" math courses - one remedial course I had to take twice). Here's a chart we can all understand because it makes perfect sense to my math deficient mind. Take a gander...

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First and foremost, thank you to all of our customers, your loyalty is very much appreciated. We are pleased to fulfill a major role in a great industry that is filled with great people. Hopefully everyone had a safe and successful application season, we are looking forward to seeing everyone at the upcoming conferences.

The Michigan Aquatic Managers Association will be holding their annual symposium on January 29th, 2019. MAMA puts on this event to benefit the applicators and lake managers. It is a great way to get all of the latest information on aquatic applications in Michigan before the season gets under way. We try to bring in all of the regulatory entities, so that you can ask first hand questions about any problems or concerns you might be running into. MAMA is dedicated to the professional management of Michigan's aquatic resources. For more information about MAMA please visit their website (www.mamagroup.org).

The Midwest Aquatic Plant Management Society will be holding their annual conference February 25th through the 28th. It will be held in Chicago for the first time since the society's inception. The venue is the Palmer House, which is right in the heart of downtown Chicago. Hopefully everyone is able to make it to the 39th annual conference, we are excited to see you all there. If you have never been, it will be a great opportunity to experience it for the first time in a brand-new conference location. On top of all the great presentations and information provided, there many ways to support the society and promote your business (e.g. conference sponsorship, exhibitor, silent auction donation, speaker opportunities and plenty of networking time). More information can be found on the MAPMS website (www.mapms.org).

One of Cygnet's leading core values is industry support and partnering with us to provide your aquatic plant management products comes with

many benefits. One of which is that we are always here to assist you in any way we can. We are a great resource, please reach out to us with any questions that you might have. Your regional Cygnet office can be a valuable tool for problem solving. We can usually find an answer or put you in touch with someone that can. Cygnet is staffed by former applicators and on staff biologist with over 250 years of combined experience. As the largest single source distributor of aquatic plant management products in the U.S. we do our best to support our industry and customers. Please visit our website (www.cygnetenterprises.com) and follow us on twitter (@CygnetAquatics) to see the ways in which we provide support.

Keep our number in your phone and we look forward to hearing from you. In the meantime, stay safe and enjoy the winter. If you are at the conferences we will see you there.

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As usual, the weather patterns in the Southeast have been very unpredictable this year. We received over 30 inches of rain in the month of August. With several pending hurricanes in the forecast, we anticipate a very wet early Fall. Due to all the rain and runoff washing a vast amount of nutrients into lakes and ponds we saw a constant amount of weed and algae growth. This has been challenging for lake managers and aquatic applicators trying to manage their accounts. Fortunately, Cygnet Enterprises, Inc is able to supply many of the tools to lake managers in their effort to control problematic vegetation and algae.

In September, we had the privilege to sponsor the 2018 Tennessee Valley Authority Plant Camp. It was held September 11 – 14, 2018, at Lake Guntersville State Park in Alabama. The purpose of the camp is to provide teachers with expanded content knowledge and laboratory/field experience in the area of aquatic and wetland

plant biology and ecology, with emphasis on invasive plants. Participants learn about and experience first-hand, the impacts invasive plants have on the Tennessee Valley's ecology and economy. They are taught new investigative techniques and instrumental methods for teaching about aquatic and wetland plants. Teachers are then encouraged to share their knowledge with students and colleagues. If you are interested in getting involved with this rewarding event, please contact the Tennessee Valley Authority.

Cygnet NC will be attending the 4th Annual Society of Lake Management Professionals (SLMP) on January 22 – 24, 2019, in Memphis, Tennessee. We encourage all lake managers, if you have not done so already, to join and be a part of this great society. The purpose of SLMP is "to foster an appreciation for and enhance the management of ponds and lakes, managed by private companies, with particular concern

for the aesthetic recreational uses and stewardship of such waters. Using tools such as innovation, education, representation, accreditation, and standardization of best management practices. Advocate wise stewardship of privately owned water, promote and recruit fishing opportunities in private water environments, and protect our environment."

Once again, we would like to thank our customers in the South for giving Cygnet Enterprises, Inc. an opportunity to supply their water resource management needs for their company or agency.

Southern Region

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Indiana Update

By: John Olsen

Well, I hope everyone had a great treatment season. This summer we saw everything from a late start due to cool weather which turned into a heat wave and then major rains. When looking into future forecasts, I noticed NOAA and the Old Farmer's Almanac forecasted a bleak winter of warmer temperatures and less precipitation. The Farmer's Almanac has a different outlook: "teeth chattering cold ahead". The Old Farmer's Almanac makes weather predictions through a combination of animal signals, chicken bones,

pig spleens and other weather lore; the Farmer's Almanac bases their outlook on a "mathematical and astronomical formula" that dates back to the 1800's and takes sunspot activity and other astronomical anomalies into account. It will be interesting to see who get its right? I guess the lesson is to enjoy the season no matter what the weatherman predicts.

I am looking forward to seeing everyone at the Cygnet Winter Workshop. It is still a little early, so I will let everyone know when the

date is finalized. The workshop, held at the Purdue Beck Agriculture Center, is a great venue to get the latest information and keep up with your license credits. If there is a topic you would like to learn more about or feel others could benefit from, please give me a call. I am always looking for new topics and presenters. In addition, we will be attending and exhibiting at the Midwest Aquatic Plant Management Society, Lake Management Association and Indiana Lake Management Society.

(Continued on page 4)

The recycling program has really taken off, and I appreciate everyone's participation in doing what's right for the environment! We supply the bags and will pick up the empty containers to have them disposed of properly. We appreciate everyone triple rinsing the containers and trying to keep them clean.

As always, I like to challenge everyone to experiment with new products. The only way we get better is stepping out of our comfort zone. Yes, it is time-consuming learning new products, rates, and mixes but in the long run it is invaluable. I've noticed some of the most successful companies really

spend the time doing the math to compare products that will give them the best value with results they are looking to achieve. The treatments are not always for the least amount of money, but for the most beneficial result. Having to retreat because you tried a less expensive alternative can be costly... choose wisely.

I would also like to say thank you to all our valued customers. It is always a pleasure working with everyone throughout the year. Because of you we are able to put on events like the workshop at Purdue University and help support the many different associations and trade shows we attend during the

winter. We will be attending and exhibiting at the Midwest Aquatic Plant Management Society, Lake Management Association and Indiana Lake Management Society.

Thank you for your business!

Midwest Region

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NEW MIDWEST SALES REPRESENTATIVE

Hello all,

My name is Jake Tudor and I was born and raised in Valparaiso, Indiana. I attended Vincennes University where I studied Conservation and Law Enforcement. While attending college I did an

internship with Lake and Pond Biologists where I learned the ins and outs of aquatic applications. For the past three years I worked for JF New, primarily focused on prairie, wetland and woodland restoration. The removal of invasive species is a common goal that land and water conservationists share, this is key to bringing back our region to its native state. So far, most of my experience has been on the terrestrial side of things, but I am eager to learn more about aquatics and become as helpful as possible to our customers. My interest in conservation has driven me to become a member of INPAWS which is the Indiana Native Plant and Wildflower Society. As a society we

organize hikes to promote the local native plant culture. In the fall I spend the majority of my time outside of work deer and waterfowl hunting. The environment is something that I am very passionate about and I hope to bring that passion to the Cygnet team and the aquatics industry. I look forward to working with you all in the near future.



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California Update

By: Andrea Sealock

With another season winding down, we would like to say thank you to our customers for a successful year! Your patronage is essential to our success and we are grateful for the opportunity to serve you. We hope that as the weather cools down across the western U.S., we will have an abundant amount of precipitation leading into 2019. We also hope that these colder, wetter months will allow you some time to relax and recharge before preparing for another treatment season!

In early September, Cygnet Enterprises West, Inc. had the privilege of sponsoring and attending the UC Davis Aquatic Weed School in Davis, California. This biennial event is always well attended and offers information on aquatic plant biology and identification, California laws and regulations, as well as mechanical, biological, and chemical control methods. This class will not be offered again until September 2020

and usually fills up, so mark your calendars! You will not want to miss out.

If you are looking for a chance to earn some CEU's, there are a number of meetings and conferences held across the western U.S. after the first of the year. In January 2019, we will be exhibiting at and sponsoring the California Weed Science Society's annual meeting in Sacramento, California. For more information, please visit www.cwss.org. There is also a big change to the Western Aquatic Plant Society's annual meeting in 2019. Rather than having its annual meeting in March 2019, the WAPMS will be holding a joint meeting with the Aquatic Plant Management Society in San Diego, California, in July 2019. Stay tuned for more information at www.wapms.org and www.apms.org.

This time of year is also a great time to review your licenses

and permits. Many expire on December 31 each year. If your license or permit is expiring at the end of this year, please remember to renew it and get us an updated copy. This will ensure our ability to process your orders quickly and smoothly once the weather warms up. You can send updated licenses and permits to Liza Montano at our Concord, California, office: lmontano@cygnetenterprises.com.

Finally, we would like to thank you again for your continued support. We wish you all a wonderful and joyous holiday season!

Western Region

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Pennsylvania Update

By: Jo Ann Dunlap

"One day it started raining, and it didn't quit for four months. We been through every kind of rain there is. Little bitty stingin' rain, and big ol' fat rain, rain that flew in sideways, and sometimes rain even seemed to come straight up from underneath. Shoot, it even rained at night." – Forrest Gump. Yep that about sums up our weather here in the Northeast this season. Although wet; it was a good summer, and we thoroughly enjoyed working with our wonderful clients.

We had a new student intern, Logan Hedegty, this summer.

Logan is a senior at our local high school and is considering a future in the armed forces after graduation next spring. It was a privilege to work with this outstanding young man and we would like to wish him the best in his future endeavors. I have mentioned this before but would like to emphasize again; I would encourage you as an employer to check with your local high schools and colleges to look for students that might fulfill your needs for part time help. Many educational systems offer work study or intern programs and are looking for fields or businesses to place their students. Helping a

student is surely a worthwhile choice and could be a very rewarding experience for everyone involved.

Coming up is, our 20th Annual Northeast Aquatic Plant Management Society Conference, which will be held at the Desmond Hotel Albany, New York, on January 8- 10, 2019. NEAPMS has considered this venue in the past but this will be the first time that our conference has been located there. This conference also marks the society's 20th anniversary, and I

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have heard there are some special things planned, so come join us for this auspicious occasion.

I am currently planning our 2019 Applicators Symposium for next March again. Although we remained in Fishkill, New York, we moved to a new location, the Hyatt

House. This location met with the approval of most that filled out our participant review, so we are planning on going back there. Your input for this event as always is encouraged and welcomed, so please feel free to contact me with your suggestions on topics or other recommendations.

Thank you and take care!

Northeast Region

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Idaho Update

By: Doug Kleweno & Zach Kuzniar

Greetings from the Pacific Northwest and thanks to all of our lake and irrigation water managers throughout the area for another rewarding year! This has been a relatively good water year even though many water managers were disappointed with the rain and snow delivered to the west coast. Throughout the west, it looked like another drought until the end of February, and then winter hit the entire west coast and it carried through into April. The Cascade mountains had many storms that brought feet of snow in some storms, and the Sierras in California had several storms that produced 3-5 feet of snow in a single storm. All of this snow was critical for us on the west coast, since it carries us through to the end of summer as the snow melts and fills reservoirs and keeps the major rivers flowing.

Zach Kuzniar, Scott White, and Doug Kleweno have been very busy with the irrigation season this year. After the late winter snows, the summer immediately came upon us with one of the hottest and driest summers in the history books. At the early part of the season, farmers and water

managers felt like all plant growth was behind by several weeks. Irrigation districts and lake managers did not initially see algae growth and also saw delayed weed growth before any treatments were necessary. Within a matter of months, the excessive heat had caught up, water temperatures rose quickly, and many irrigation districts and lake managers could not keep up with the problems. As the only distributor that specializes in assisting with aquatic applications, we all "lived" in the field with our customers, supporting all their efforts to keep their waters clean of aquatic weeds and prevent toxic algae blooms in the various lakes in the region.

At this point in the year, irrigation districts are discontinuing water deliveries and lake applicators are wrapping up for the season. As we prepare for the various water user meetings this fall and winter, look for Cygnet Enterprises NW (Doug and Zach) at the National Water Resources Association's annual meeting in San Diego the first week of November 2018. The Oregon Water Resource Congress will hold its annual meeting in Hood River,

Oregon, on November 27 – 30, 2018. The Washington State Water Resources Association's meeting is scheduled for December 5 – 7, 2018, and will take place in Spokane, Washington. The Idaho Water Users Association show is scheduled the third week of January in Boise.

If you are a water manager and have questions about how to best manage or optimize the management practices of your water, please contact your local Cygnet Enterprises representative for assistance. Have a great fall and Holiday Season from Cygnet NW!

Northwest Region

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%	GROSS MARGIN				
	20	25	30	35	40
4	25	19	15	13	11
6	43	32	25	21	18
8	67	47	36	30	357
10	100	67	50	40	33
12	150	92	67	52	43

The left hand column represents the percentage discount you're giving to a client. Reading across the chart you see the gross profit margin you are making before the discount. So, the example circled in red shows if you are aiming for an overall gross profit margin of 20%. If you give clients a 4% discount, you

have to do 25% more gross revenue to achieve the same 20% profit margin.

Take the next example highlighted in blue. **Giving a client a 10% discount on a project results in having to earn 50% more revenue to maintain a 30% gross profit margin!**

Here are the staggering statistics behind offering discounts (source: sales-i.com)

STATISTICS

67%	Offering discounts means poor loyalty and loyal customers spend 67% more than new ones with repeat purchases. Source: www.inc.com
40%	Promotions often have little impact on buyers - 40% would have bought an item anyway, promotion or no promotion. Source: www.inpectorinsight.com
1%	A 1% pricing discount results in a decrease of 8% in operating profits for the average company. Source: McKinsey & Company
8%	If volumes remained stable, a price rise of 1% would an 8% increase in operating profits. Source: McKinsey & Company

Discounts = poor loyalty, little impact, decreased profits, need to increase revenue to make up the difference

So why do we do it? (believe me - I'm just as guilty of offering a discount as the next guy in hopes of getting someone to choose our firm) ***I believe we race to the bottom of the price mountain because we forget what we're truly good at and sets us apart from the rest.***

If you're a "habitual discounter" you're actually discounting your ability to be the best in your field.

Think of it this way - the same client that tells you they are selecting the lowest bidder on a project is the same client that buys designer clothes, choice cuts of meat, luxury cars, custom homes and qualified attorneys. ***Intuitively people know that the lowest bid price selection is garbage, but I don't think it's their fault - I think its the bidders' faults.***

So, what is our responsibility if we are to keep profit margins on target and keep our organizations from having to work harder at increasing gross revenue to keep profit margins on track?

- 1. Quit dropping your price as a tactic to close a sale [faster]***
- 2. Sell value - instead of explaining this to death - ask yourself this question - why don't Apple, Lois Vittone or Tesla offer sales and discounts?***

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3. *Emphasize R&D efforts your company works hard to perform*

4. *Market what makes YOU, YOU! Everyone is created a little differently than others - make it known why you're different.*

As a teenager, I was a lawn care guy. I would push my mower blocks to make \$10 for 2 hours of hot, sweaty, dirty work. That was back in the day before professional landscape companies really came into their own. Nowadays, the market is so flooded with someone to mow your lawn, they have all raced themselves down to the bottom of the [price] hill.

Admittedly, the pond and lake maintenance sector of my industry is doing the same (*has* done the same in Florida, where they are like looking into a crystal ball 10-15 years in the aquatics industry's future). ***Why are we seeing the same price war occurring in the aquatics industry? I think there's a few reasons...***

- 1. The first generation of pond and lake managers from the 1980's have not changed their pricing to match today's economy and quality standards - they are like the gravity that pull others to the bottom.**
- 2. There are a lot of great biologists who never received business training on how to make money. They get out, make a contact, sell a job and keep their fingers crossed they make a buck at the end of the project - having never really understood their pricing implications.**
- 3. Sales folks run to price as a way to close a quick sale. Statistics show people want more from a company than price (as evidenced by value-driven brands like Apple).**
- 4. Habitual discounters or low bidders aren't focused on customers, only pricing. High value brands have an increased customer focus and are motivated to over deliver on their products and services.**
- 5. The aquatics industry business owners are largely on islands, not sharing industry knowledge and collaborating with colleagues.**

In 2005, I had the idea we needed a fellowship of aquatics-industry business owners who would convene often and strive to keep the industry values high - a business partnership, if you will. For business owners and by business owners. After a decade of mulling the idea around, it was finally birthed a few years ago by me and 10 like-minded aquatics industry professionals from around the nation and is now known as The Society of Lake Management Professionals (SLMP, www.lakeprofessionals.org). SLMP is one of the ways we are working to keep colleagues in our industry to racing to the bottom.

At this point you might be thinking, "this guy's a price snob". Well, you might be right. But my motivations for keeping pricing commensurate with value have nothing to do with greed, wealth, sticking it to the client or anything else along these lines (my wife and I give away 40-50% of our personal income to non-profit organizations and I drive

a 2003 Toyota Avalon with 250,000 miles). Here are my reasons for keeping pricing commensurate with the value of services we provide...

- We can hire talent that substantiates our value propositions.
- We can staff our firm to exceed client expectations on each project.
- As a firm, we can focus on customers, not on the money.
- We over-deliver on our services because we're not worried about penny-pinching.
- Economies ebb and flow, fluctuate up and down. We want our firm to survive through all market conditions - employing folks through the economic droughts.
- We can bootstrap important research and development within our industry science.
- Last but not least, we can give back to our communities - through volunteer service and monetary donations.

Don't apologize for your pricing, but justify why you're asking what you're asking - it shouldn't be a secret why you're better and more valuable. Most important, don't be a bottom feeder. Curiously, when talking about bottom-feeding fish, they are the least valuable and least desired market fish among the world's top chefs. Why? Because ***you can't pretend to make a poor quality fish taste like the most valuable fish*** - customers can taste the difference.

****End of Article

KEEPING OUR CYGNET CUSTOMERS INFORMED

ATTENDING THE 2018 AQUATIC WEED SCHOOL

Every other year in the fall, the UC Weed Research & Information Center offers a 2-day crash course on aquatic weeds. This course is held at University of California in Davis. This year Liza Montano from our California location was able to attend. The course was packed with information on current issues such as invasive weeds, ecological restoration, NPDES updates, PPE requirements, as well as biological, physical, mechanical, chemical and non-chemical control methods. This course is not just for beginners but is also a great refresher course for those with more experience. CEU's are also available. If you're interested in attending in the future, stay tuned for details on the 2020 course!



Joe DiTomaso, UC Davis - Aquatic Weed Lab Presentation



Jon O'Brien - Division of Boating & Waterways, CA Department of Parks and Recreation



Weeds close up, UC Davis - Aquatic Weed ID lab

LOOK NO FURTHER!

Our superior customer service IS the pot of gold at the end of the rainbow!

Like the pot of gold at the end of the rainbow, good service can often be impossible to find. However, at Cygnet Enterprises, our goal is to be the industry leader in customer service and distribution reliability. Our team of experts is able to assist you with your toughest issues from aquatic weeds to stubborn algae. We will be there to help you throughout the treatment process:

BEFORE - What is the best treatment plan for you? Our aquatic specialists are here to assist you!

DURING - Because of our longstanding relationships with all our suppliers and our network of warehouses across the U.S., we can deliver your order in a timely manner.

AFTER - Loyalty is important to us. We want you to be 100% satisfied!



Meet our Cygnet Northwestern Team

To best serve you, Cygnet Enterprises, Inc. has offices and warehouses strategically located across the United States. In 2004, Cygnet's founder, Richard Hinterman, opened our Northwest location in Post Falls, Idaho. Our northwest team consists of three field representatives managed by our Western Region Manager, Andrea Sealock. In 2016, we moved our warehouse to the Boise area, allowing us to better serve the needs of our patrons in the states of Washington, Oregon, Idaho, Utah, Montana, and Wyoming. Over the years, our Cygnet NW team has become an industry leader in sales of aquatic plant management tools for irrigation canals and water conveyance systems.



Scott White, Zach Kuzniar, Andrea Sealock, and Doug Kleweno

Andrea Sealock – Western Region Manager

Andrea Sealock is the current Western Region Manager of Cygnet Enterprises NW, Inc. Andrea was born and raised in the San Francisco Bay Area. In the spring of 2002, while working on her BS in business management, she became employed by Cygnet Enterprises as an administrative assistant. As time went on, she became involved in sales and in 2006, she was promoted to Western Region Manager. "I have been blessed to develop relationships with some really incredible people over the last 16 years. I like that the aquatics industry is one-of-kind and always evolving," says Sealock. She now manages a team of professionals across the western United States and currently resides in the San Francisco Bay Area with her husband, Chris, and son, Jase.

Doug Kleweno – Chemical Engineer/Biochemist

(Washington, Oregon, California, Arizona)

Doug grew up in the state of Washington and attended undergraduate school at Washington State University where he received a BS in Biochemistry. He attended graduate school at Arizona State University and received an MS in Chemical Engineering. Since graduating from college Doug has held a number of jobs that included product research (i.e. Dow Chemical, Texas Division) as well as sales positions involving specialty chemicals. Doug joined Cygnet Enterprises NW in 2010 as a Sales Representative and initially had sales responsibility for western WA, OR and the state of Idaho. At this point he still has sales responsibility in western WA and OR, but also travels and supports customers in CA and AZ. Doug lives in SW Washington and has close family members that primarily live in the Pacific NW (WA, OR, and ID). He is married to Nicole and has two adult children (Danica and Austin) that live and work in the Seattle area. His hobbies include golf, skiing, travel, fishing, hunting, cooking, gardening and an appreciation of good wine.



Doug Kleweno giving a presentation on aquatic weed and algae management practices at the joint meeting of the Oregon Lakes Association and Washington State Lakes Protection Association in September 2018.

Scott White – Sales Representative

(Utah, Idaho, Wyoming)

Scott White has lived and worked in southeastern Idaho for 61 years. Covering Utah, eastern Idaho, and Wyoming, he's served Cygnet's water delivery and canal market as a Sales Representative since 2010. Prior to joining the Northwest team, Scott worked in the agriculture industry and has accrued over 15 years of experience managing aquatic weeds. Scott has enjoyed many years of snowmobiling and hunting in the country surrounding his home in Weston, ID, where he and his wife Chris raised 5 children. They recently celebrated their 40th anniversary and now enjoy visiting their 9 grandsons in Missouri, Idaho, and southern Utah.

Zach Kuzniar – Aquatic Biologist/Aquatic Specialist

(Idaho, eastern Oregon, Montana, Wyoming, Utah)

Zach Kuzniar grew up in Mid-Michigan and earned an MS degree in Aquatic Biology from Grand Valley State University, conducting his thesis work on the Snake River of eastern Idaho. With a strong desire to return to the Northwest, Zach relocated to Boise, Idaho in 2016 to work as an Aquatic Biologist/Consultant for Cygnet NW. His sales territory covers eastern Oregon, Idaho, Montana, Wyoming, and Utah where he primarily supports the irrigated agriculture industry with aquatic plant management techniques. Outside of the office, he enjoys fly fishing, woodworking, and exploring the intermountain west. Zach is eager to continue his growth as an aquatics professional and strengthen Cygnet's presence in the Northwest.



Zach Kuzniar assisting with the collection of aquatic weed samples from the Boise Project's New York Canal.



Aquatic herbicide treatment at the Boise Project Board of Control. Rhodamine dye is applied with the herbicide and used to track the treatment as it moves through the canal system.



Cygnat asked end users from across the nation about their experiences with Syngenta’s diquat products, and this is what they had to say:

Northwest Aquatic Ecosystems has utilized diquat for over 40 years in our arsenal battling aquatic vegetation. Diquat is the only permitted product in Washington State that our elected officials provide our clients for economical and efficient control of elodea. In some instances our clients have received an additional benefit when utilizing diquat because it has so shown to effectively reduce Cyanobacteria levels during weed control operations in some of our projects. Diquat promotes a safe and economical solution to Washington State macrophyte issues while also providing likely the best cost to benefit ratio of any product registered for use in our state.

Doug Dorling
Northwest Aquatic EcoSystems, President
Tumwater, Washington

Reward Herbicide is our go-to choice when we need a product that has to work. Quick acting results that our customers have become accustomed to, best describe the reason why we choose Reward. The customer support that we receive is excellent! The H20 Professional Applicator Program is also one of the best in the industry - makes using the product an easy choice for us.

Martin A. Miesko
Natureworks, Clear Water Associates, Inc.,
President - Jefferson Township, Pennsylvania

After I started our company, Aqua Services, in January 1983, one of my first jobs was applying diquat dibromide to hydrilla plots on Lake Seminole, Florida, to demonstrate its effectiveness to the U.S. Army Corps of Engineers. At the time, the aquatic labeled diquat, called Ortho Diquat, was a product of Ortho Chevron. Now, as most of us know, this fine product is owned by Syngenta and provided to the aquatic market as either Reward or Tribune.

Through the years, we have used Reward and/or Tribune nearly daily as mainstays of our aquatic application business. Environmentally compatible, effective, and consistent are words that I like to use to describe these products. We have found nothing better for quick knockdown of both hydrilla and Eurasian watermilfoil, and it is also one of the more economical products available to us. As stand-alone products, or mixed with various chelated forms of copper, Reward and Tribune can be use for control of many submersed and emergent aquatic weeds. This type of broad spectrum control is important for the success of our application efforts. It goes without saying that Syngenta’s Reward and Tribune products will be important tools in our arsenal for many years to come.

Terry Goldsby
Aqua Services Inc., President / Senior Biologist
Guntersville, Alabama

“Diquat has been an invaluable tool for our company for many years. Lakeland Restoration Services uses diquat with 2,4-D and triclopyr to enhance it’s performance when controlling hybrid Eurasian Watermilfoil. We also use endothall with diquat to control pondweeds in many of the lakes we manage throughout the Pacific Northwest.”

Dave Klutz
Lakeland Restoration Services, President - Priest River, Idaho

2018 has been an interesting year in the world of aquatic weed control. I think it's safe to say that we all have seen some unusual weather patterns and excessive weed and algae growth which makes your job as an aquatic applicator that much harder. I cover a wide geography in my territory and covered a lot of ground this year. The main aquatic herbicide that Syngenta manufactures is Reward® Landscape and Aquatic Herbicide and it can be a useful tool for conquering these weed and algae problems.



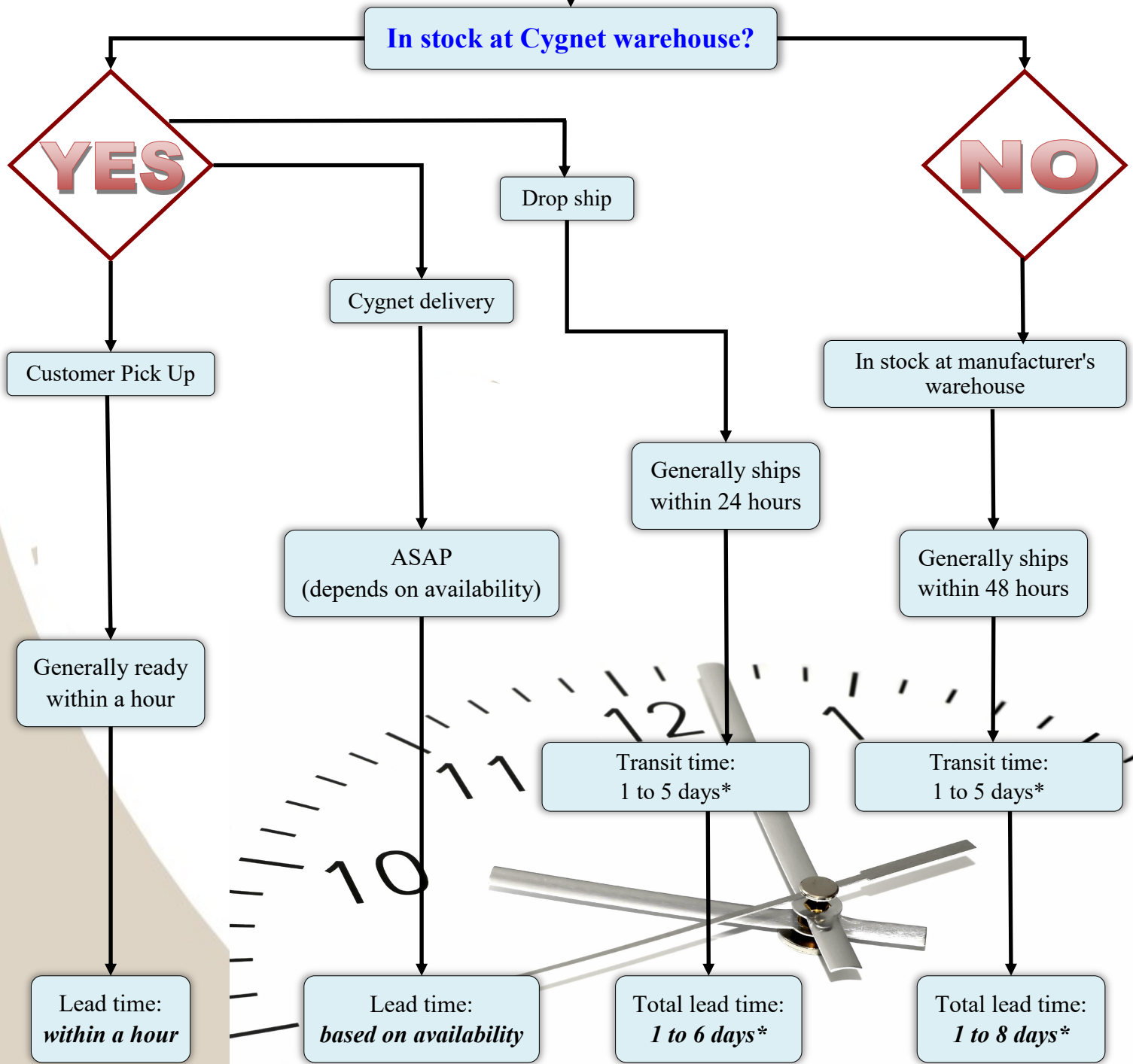
The active ingredient in Reward® is diquat dibromide. It's a non-selective contact herbicide that is effective against many aquatic invasive weeds. Some of the more common weeds that are controlled using Reward® are Eurasian and Northern Water Milfoil, Curly leaf Pondweed, Elodea, Naiads and Giant Salvinia. Suppression of certain algae species can also be achieved using Reward® herbicide. Reward® can be tank mixed with many aquatic herbicides on the market, which makes it an excellent broad-spectrum tank-mix partner. Please be sure to check your local state regulations regarding tank mixing. A few products Reward® can be tank-mixed with include: chelated and copper sulfates, Clipper® Herbicide, Aquathol® K Herbicide, 2,4-D, and aquatic Glyphosates. I'd like to talk about one specific herbicide combination that has seen great performance year after year.

One key feature I'd like to touch on is early season treatments with Reward® and Aquathol®. Once water temperatures reach or exceed 50 °F, Reward® plus Aquathol® can be applied to control Curly Leaf Pondweed and Eurasian watermilfoil. These two aquatic invasive weeds are economically and ecologically damaging. If possible it's best to control these species early in the season before they become topped out. Treating early in the season saves on herbicide costs and having to go back to treat a densely infested body of water. It can also help aid in preventing algae blooms because of the smaller plant biomass that dies off after an early season application. I understand treating early in the season is not always easy, but it can help you in managing that lake or pond in the future. Treating a body of water when temperatures reach 50 °F can be that "sweet spot" when treating CLP (Curly Leaf Pondweed) and EWM (Eurasian Water Milfoil). Early season applications occur when the weeds are young and susceptible to herbicides. When making an early season application to CLP, you are managing the amount of turions produced. In reducing the production of turions, you are limiting the reproduction of the plants which should greatly reduce the infestation in future seasons. I have also seen many instances where EWM was treated early in the season and is still being controlled in mid-September. A combination between Reward® and Aquathol® is very effective in getting season long control of CLP and EWM. Application rates can be reduced when mixing two herbicides together due to the synergistic nature of herbicide combinations and it broadens the spectrum of weed control. If allowed, add a copper product to your Reward® treatment, as you never know if there could be algae lurking around the aquatic invasive species you are trying to control.

Eric Schutman, Territory Manager
(248) 392-8446 Eric.schutman@syngenta.com

PRODUCT LEAD TIME

Cygnnet receives order



**Total lead time: 1 hour to 8 days when product is in stock.
Out of stock product lead times are based on production and availability.**

Help us help you! Plan ahead and we will do our best to fulfill your needs.

** = Any special shipping requirements (call ahead, liftgate, pup trailer, residential, limited access or service, etc.) may add additional days.*

YOUR COMPANY NEEDS HAZMAT TRAINING

Aquastrike, Aquathol K, Aquathol Super K, Captain, Captain XTR, Cascade, Clearigate, Copper Sulfate, Cutrine Ultra, EarthTec, GreenClean 5.0, GreenClean Pro, Hydrothol 191, Komeen, Nautique, Pak 27, Phycomycin, Renovate 3*, Reward, SeClear*, SeClear G, Teton, Tribune, Weedar 64* (* = only tote sizes)
currently products that are hazardous

WHEN YOU ARE HANDLING ANY OF THESE PRODUCTS THAT WE OFFER

There are extra rules and regulations that come with being a company that handles hazardous materials. One of which is hazmat employee training.

Hazmat employee means: A person who is:

- (i) Employed on a full-time, part time, or temporary basis by a hazmat employer and who in the course of such full time, part time or temporary employment directly affects hazardous materials transportation safety;
 - (ii) Self-employed (including an owner-operator of a motor vehicle, vessel, or aircraft) transporting hazardous materials in commerce who in the course of such self-employment directly affects hazardous materials transportation safety;
 - (iii) A railroad signalman; or
 - (iv) A railroad maintenance-of-way employee.
- (2) This term includes an individual, employed on a full time, part time, or temporary basis by a hazmat employer, or who is self-employed, who during the course of employment:
- (i) Loads, unloads, or handles hazardous materials;
 - (ii) Designs, manufactures, fabricates, inspects, marks, maintains, reconditions, repairs, or tests a package, container or packaging component that is represented, marked, certified, or sold as qualified for use in transporting hazardous material in commerce.
 - (iii) Prepares hazardous materials for transportation;
 - (iv) Is responsible for safety of transporting hazardous materials;
 - (v) Operates a vehicle used to transport hazardous materials.

It is the responsibility of the hazmat employer to ensure that his/her employees are properly trained and proper record keeping is in place. Below is an excerpt from Title 49 of the Code of Federal Regulations part 172 which covers hazardous materials.

172.702 (Applicability and responsibility for training and testing.)

- (a) A hazmat employer shall ensure that each of its hazmat employees is trained in accordance with the requirements prescribed in this subpart.
- (b) Except as provided in § 172.704(c)(1), a hazmat employee who performs any function subject to the requirements of this subchapter may not perform that function unless instructed in the requirements of this subchapter that apply to that function. It is the duty of each hazmat employer to comply with the applicable requirements of this subchapter and to thoroughly instruct each hazmat employee in relation thereto.
- (c) Training may be provided by the hazmat employer or other public or private sources.
- (d) A hazmat employer shall ensure that each of its hazmat employees is tested by appropriate means on the training subjects covered in § 172.704.

Part 172.704 covers the training requirements that you must follow to be in compliance. There are five sections that must be covered in hazmat employee training with few exceptions. They are as followed:

General awareness/familiarization training
Safety training
In-depth security training

Function specific training
Security awareness training

There are stipulations that require the employer to have initial and recurring training. These can be found in part 172.704 of Title 49 CFR. Any new hazmat employee must receive the proper training within 90 days after employment or change in job function. They may perform hazmat job functions under the direct supervision of a properly trained and knowledgeable employee within the 90 days or until they have completed the proper training. Every hazmat employee must also be retrained once every 3 years. An employer is also responsible for proper record keeping of hazmat training for all employees. This must include the employee's name, most recent completion date of hazmat training, a description/copy/location of training materials used, name and address of the person providing the training and certification that the employee has been trained and tested. This is a lot of work but there are plenty of great resources out there to help you with conforming to the regulations. We encourage you to take a look at Title 49 CFR Part 172 to see if you are required to follow any of these regulations.

Information obtained from the Title 49 CFR Part 172.

UPCOMING EVENTS

Cygnets Enterprises, Inc. will be attending to the following conferences, hope to see you there!

DATE	EVENT	LOCATION	CONTACT
Nov. 7th - 9th	National Water Resources Association 87th Annual Conference	Hotel del Coronado Coronado, CA	nwra.org
Nov. 27th - 30th	Oregon Water Resources Congress Conference	Best Western Inn Hood River, OR	owrc.org
Dec. 5th - 7th	Washington State Water Resources Association Annual Conference	Davenport Hotel Spokane, WA	wswwa.org
Jan. 21st - 24th, 2019	Idaho Water Users Association 82nd Annual Convention	The Riverside Hotel Boise, ID	iwua.org
Jan. 23rd - 25th, 2019	California Water Weed Society Annual Conference	Hyatt Sacramento Sacramento, CA	cwss.org
Jan. 29th, 2019	Cygnets Annual Aquatic Applicator & Lake Managers Symposium	Radisson Hotel Lansing, MI	Garrett McCain (800) 359-7531
Feb. 25th - 28th, 2019	Midwest Aquatic Plant Management Society 39th Annual Conference	Palmer House Chicago, IL	mapms.org
February 2019 - TBD	Northwest Irrigation Operators Biannual Conference	TBD	Cygnets Northwest (800) 530-0885

Go Paperless – Electronic Invoicing!

Cygnets Enterprises, Inc., has the ability to email your invoices to you rather than having a paper copy mailed to you. If you find this to be more convenient, please contact your regional Cygnets office to make the proper arrangements.



We appreciate your commitment to sustaining our natural resources by going paperless!

All of the offices of Cygnets Enterprises, Inc. will be closed in 2018-2019 for the following National Holidays:

Thanksgiving

(November 22nd & 23rd)

Christmas - New Years

(Dec 24th - Jan 1st)



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