



## Dave Roe: Living on the Edge

By JAMES FLORENCE, Diamond Certified Program Reporter

**A**fter years of handling everything from construction to pest control, Dave Roe decided to simplify things by narrowing his company’s focus to termite control. When it came time to think of a name for his revamped business, he wanted something that would convey his interest in industry innovation. “I’ve always loved the scientific aspects of pest control, and I’m always looking ahead to future developments,” he says. “That’s why I decided to call the company Leading Edge Pest Management—we aim to be on the cusp of technology and innovation with everything we do.”

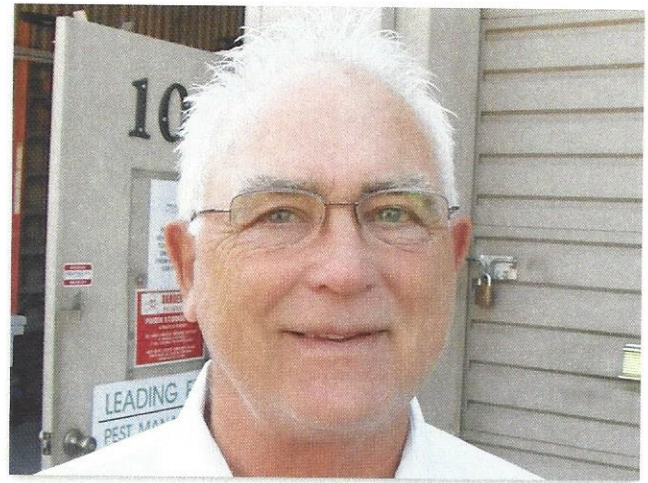
The son of a pest control professional, Dave became a licensed termite inspector when he was just

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18 years old. After more than 50 years in the business, he says things have come a long way since he first started. “The industry has undergone a lot of changes over the years, including some particularly good ones

recently. We actually have termiticides now that don’t require warning labels, which is something I never thought I’d see.”

A longtime resident of Pleasant Hill (where he lives with his wife and business partner, Adrienne), Dave says he appreciates his proximity to prestigious theatrical venues. “Adrienne and I love the theater and enjoy attending performances at Diablo Valley College, as well as at premier venues in San Francisco and Sacramento.” He says the Bay Area is also a



Dave Roe is a lifetime veteran of the pest control industry and owner of Leading Edge Pest Management, Inc., a Diamond Certified company since 2007.

perfect place to pursue favorite outdoor activities like camping. Additionally, with two children and four grandchildren, much of Dave’s free time is spent among family.

In his life and career, Dave espouses the importance of being a proficient problem solver. “One of my favorite quotes is, ‘Life is a series of problems; your ability to handle those problems will directly dictate the quality of your life,’” he says. “In this regard, I think a big part of being successful in life and work is being able to accept the inevitable challenges and come up with creative solutions.”

When asked the first thing he’d do if he could retire tomorrow, Dave says he’d take off on a long road trip. “The thing Adrienne and I want to do the most after retirement is travel, because there are so many parts of the United States we haven’t seen yet. We’ll probably start with a trip to Mount Rushmore and see where we go from there.”

*Read Dave Roe’s expert contributions and watch his expert video at [www.dccert.org/daveroe](http://www.dccert.org/daveroe).*