

A word to Pesticide Safety Education Professionals

Hello, my name is Gene Merkl, I am the Pesticide Safety Education Program Manager for the State of Mississippi. Like many of you in similar roles, I work through the Cooperative Extension Service at our Land Grant University, Mississippi State, in conjunction with our State Department of Agriculture, Bureau of Plant Industry.

As our primary job as is training and education, like many of you of late, we have embarked upon a journey to maximize our potential to reach people; in Extension, that's what we do. In this age of technology and technical enhancements, we now operate in a world where virtually any training can be digitized, made available and taught online in formats which allow identity verification, protection and data collection, vital to our mission and reporting in Extension. Over the last two years we have been blessed to discover a provider to help us realize our goals.

In order to operate within appropriate protocols, I cannot go so far as to endorse our service provider for services of this type, but let me say that Certified Training Institute and their personnel have shown us in a matter of months a plan that we had anticipated would take a year or more to develop.

They have helped us understand content and methodology appropriate to on-line training. They have shown us a better, more time conscious way to format training materials for better retention by our students and perhaps most importantly, have shown us how to market to and reach the incredible magnitude of need in the national market for high quality, nuts and bolts, user friendly training and have done so in a manner that is fiscally prudent and profitable for even a budget as small as ours.

If your program is considering the move to on-line training and certification, I believe you would be remiss if you didn't take just a moment to explore what the folks at CTI have put together. If I can be of assistance in sharing with you just how CTI has assisted us to the betterment of our program, please do not hesitate to let me know.

M. Eugene Merkl, Jr.
Pesticide Safety Education Program Manager

