

Meyer Industries wins national award

by David Trigueiro

Meyer Industries of Midvale, manufacturer of the Rodenator, has been named the U.S. Small Business Administration's (SBA) Small Business Exporter of the Year. Owner Ed Meyer was presented the award Tuesday at the Weiser Chamber of Commerce meeting by Tom Bergdoll, SBA District Director, Boise.

Amy Benson, Director of the Boise Export Assistance Center, nominated the Midvale company for the national award saying it "exemplified how small business manufacturers, located in rural Idaho, can take advantage of both federal and state programs to grow their business."

Meyer Industries manufactures the Rodenator Pro, more commonly known by its users as the gopher bomb. A controlled mixture of propane and oxygen is injected into a gopher hole, or that of an equally destructive rodent. A built-in, self-contained ignition system ignites the mixture creating an underground shockwave or concussion that humanely dispatches the rodent and collapses the tunnel.

The device has helped

create a growing commercial enterprise in gopher control in the Treasure Valley. Six companies are operating in the Nampa and Caldwell area killing gophers for the bounty paid by Canyon County. Other counties are considering going to a similar system of rodent control.

In consultation with Washington Adams Visions of Entrepreneurship (WAVE), Idaho Department of Commerce and U.S. Department of Commerce, Meyer Industries built a large international market for the Rodenator Pro.

The Rodenator, which is effective for exterminating all kinds of ground burrowing pests, is currently sold throughout the U.S. in Canada, Mexico, Australia, New Zealand, South Africa and the Middle East

Ed Meyer said he has never given a thought to moving the company to a city closer to transportation and a larger workforce.

"I have everything I need right here and none of the headaches and high expense of living in a city," he said.

Midvale is on Idaho's major, not to say only, north south highway. Meyer brings

his materials in on trucks and ships his Rodenator Pros out either on trucks or by UPS.

"It doesn't cost me a lot more to ship by UPS from Midvale than it would be from Boise or Nampa and the lower overhead more than makes up for it," Meyer said.

Finding workers is not a problem, he said. The reason so many kids leave small towns like Midvale is the lack of jobs. Meyer said the goal is to recruit other businesses to follow his lead making it possible for any high school graduate to live and work in his hometown.

Meyers Industries currently employs 10 people in Midvale and has 15 representatives around the world.

Meyer said he has DSL service, the best telephone service available and direct shipping. Best of all his commute to work is exactly 50 yards. Most days, he walks.

"That's worth staying for," he said, "why put up with the rat race of the city, when you don't have to?"

Meyer's Rodenator is a newer version of the rodent exterminator developed by his father. Four years ago Meyer switched gears from attending medical school and returned to Midvale to redevelop the Rodenator.

That development process continues, not only in expanding the company's markets worldwide, but also in new models. This fall Meyer said the company will be introducing a smaller, homeowner version of the Rodenator.

A couple of highlights in Meyer's recent experiences includes selling a Rodenator to Martha Stewart and soon he will be attending an ag show in Cairo, Egypt. He didn't think the Rodenator would be used on projects at the Pyramids, but you never know.



SBA District Director Tom Bergdoll presents Ed Meyer, Midvale, manufacturer of the Rodenator, with Small Business Exporter of the Year from Idaho award at the Weiser Chamber luncheon meeting Tuesday at El Tamalito Restaurant.