

# Trécé Expands West Coast Business Development Efforts

*Research entomologist, Columbia Basin apple producer will leverage expertise to drive sales*

ADAIR, OKLA.—[Trécé Inc.](#), a leading American manufacturer of pheromone and kairomone based insect monitoring and control systems, has appointed two agricultural experts to oversee the company's sales and business development efforts in two West Coast regions.

One of the new hires, entomologist Kevin Cloonan, PhD, will serve as the company's Technical Representative for California's southern San Joaquin Valley, and as Trécé's California Research and Development Representative. Based in Fresno, Calif., Cloonan will be responsible for business development and commercial accounts in the southern San Joaquin Valley, oversee distributor and grower relations in the region, and work with government and university research collaborators across the state as part of Trécé's extensive R&D program.

The other new hire, tree fruit specialist and organic apple orchard owner John Klefbeck, will serve as Technical Sales Representative, overseeing sales in the Pacific Northwest region. Among his responsibilities, Klefbeck will introduce and support new products in Trécé's [PHEROCON](#) and [CIDETRAK](#) product line aimed managing insect pests that attack apple crops throughout the region. He will be based near Yakima, WA.

Prior to coming to Trécé, Cloonan served as a postdoctoral research associate at Canada's Acadia University. He is the author of numerous insect pest management research papers focusing on pheromone lures and trapping, and over the past several years has given frequent presentations at academic

gatherings across the United States and Canada on topics such as the exploitation of odor-mediated insect behaviors, novel attractant testing for *Drosophila suzukii*, and navel orangeworm oviposition repellent.

Klefbeck, who continues to own and manage a Washington organic apple orchard, previously leveraged his skills as Columbia Basin tree fruit specialist by serving as a crop advisor and sales and customer relations representative for two agricultural service companies, Wilbur-Ellis Agribusiness and Northwest Wholesale, both in Washington State.

“Both Kevin and John are exceptionally well qualified additions to Trécé’s team of highly trained representatives,” said Bill Lingren, Trécé founder and chief executive officer. “Kevin’s deep academic credentials, and John’s extensive experience as a technical specialist in production and IPM and as an owner and producer, have equipped them to bring fresh technical and practical knowledge where it is needed most—right into the fields and orchards where our products are used.”

Cloonan holds a PhD in entomology from Pennsylvania State University, where he served as an instructor in general entomology and integrated pest management; a Master of Science in entomology from the University of California, Davis; and a bachelor of science in entomology from the University of Idaho. Klefbeck holds a degree in horticulture and tree fruit production from Wenatchee Valley College in Washington State, and is a graduate of the Washington State Agriculture and Forestry leadership Program.

**Trécé Inc.** is a customer-focused, market-driven organization that develops, manufactures and markets insect pheromone and kairomone based products designed to respond to customer needs, protect food production and preserve the environment. The Trécé product catalogue currently contains more than 100 species-specific, pheromone-based kits, attractants and lures,

and a full line of trap models designed for a wide variety of flying and crawling insect pests that attack standing and stored crops. These products are marketed under the internationally respected [PHEROCON®](#), [CIDETRAK®](#), and [STORGARD®](#) brands. As an Oklahoma-based company with international reach, Trécé is dedicated to conducting business in a manner that ensures a net economic benefit for the employees, customers and local and global communities who make its growth and success possible.