

# Rebecca Fyffe

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Rebecca Fyffe is a socially-conscious entrepreneur and CEO of Landmark Pest Management, an award-winning, innovative pest control firm. Rebecca founded Landmark Pest Management as the only pest control firm in the United States with a social justice mission that exists at the intersection of public health and social justice. The firm contributes significantly to science in the public interest.

Rebecca is past president of the Illinois Mycological Association, a scientific and educational nonprofit that studies and celebrates mushrooms. She is also the former executive director of the Telluride Mushroom Festival. She was a freelance media liaison and publicist before founding her company, and she was a columnist for the Daily Herald. She is a nature guide, forager, and foodie, and writes about science, food, and travel. One of her public relations specialties was leading nonfiction book tours for authors, especially those in the natural history and culinary genres, and booking speakers and chefs for culinary and mycological lectures and conferences.

Many of Rebecca's philanthropic interests relate to health, nutrition, environmental policy, and food security. She is a researcher in collaboration with the Urban Wildlife Institute at the Lincoln Park Zoo working under grants from the National Science Foundation and the Grant Healthcare Foundation to study human-wildlife interactions in community gardens across Chicago. She is also an avid vegetable gardener and conservator of heirloom seeds.

Before becoming an entrepreneur, Rebecca served as a staff member for the Governor's Commission on the Status of Women in Illinois. She is a subject matter expert on policies and programs designed to enable women and minorities to gain economic opportunities in corporate and government contracting.

Rebecca served on the Advisory Committee of the Women's Business Development Center, and was a board member and legislative chair for the Federation of Women Contractors. She served as chair of the Chicago Transit Authority's DBE Advisory Committee, and has testified in numerous disparity studies.

In 2018, Rebecca was named the National Small Business Person of the Year by the U.S. Small Business Administration, which is the federal government's highest recognition for a business owner. Her firm is a recipient of the 2020 Better Business Bureau Torch Award for Marketplace Ethics. In 2021, Rebecca was appointed to the Better Business Bureau of Chicago & Northern Illinois' board of directors. In 2022, Rebecca was appointed by Governor Pritzker to the Illinois Commission on Equity and Inclusion's Business Enterprise Council.

## **Awards and Recognitions**

2021 Diversity in Business Award, Daily Herald Business Ledger

2020 Torch Award for Business Ethics, Better Business Bureau of Chicago

2020 Notable Entrepreneur, Crain's Chicago Business

2020 National Woman Business Owner of the Year, NAWBO

2020 Enterprising Women of the Year Award Winner, Enterprising Women Magazine

2018 National Small Business Person of the Year, U.S Small Business Administration

2018 Illinois Small Business Person of the Year, Illinois Small Business Administration