



2015 EASTERN CONFERENCE

JANUARY 14-15

HYATT REGENCY NEWPORT NEWPORT, RI



CO-SPONSORED BY:

Connecticut Pest Control Association
Delaware Pest Control Association
Maryland Pest Control Association
New England Pest Management Association
New Jersey Pest Management Association
New York Pest Management Association
Pennsylvania Pest Management Association
Virginia Pest Management Association

PRESENTED BY




NPMA
 National Pest Management Association

www.npmapestworld.org



PROGRAM

TUESDAY, JANUARY 13

2:00 p.m. – 6:00 p.m.

Registration

5:00 p.m. – 6:00 p.m.

PWIPM Networking Reception

Sponsored by



WEDNESDAY, JANUARY 14

7:00 a.m. – 6:00 p.m.

Registration

7:30 a.m. – 8:30 a.m.

Continental Breakfast and Exhibits

8:30 a.m. – 10:00 a.m.

OPENING GENERAL SESSION

Pests in the City: A Historical Look at Pest Conflicts in Urban Environments

Dawn Biebler, Ph.D., University of Maryland Baltimore County

America's cities have long been the sites of battles in the never-ending war against bed bugs, cockroaches, ants, rats, and flies. How has the relationship between humans and pests evolved over the past hundred years and who is actually winning? This insightful presentation will explore the im-

pact of pests on city-dwelling people and how insects and rodents transcend class and race and are a truly universal problem.

10:00 a.m. – 10:15 a.m.

Refreshment Break

10:15 a.m. – 11:15 a.m.

CONCURRENT SESSIONS

T Food Plant Pest Management: Developing a Plan that Makes Sense for Your Customers

Zia Siddiqi, Ph.D., BCE, Orkin Pest Control
Pest management in food plants is a complicated and precarious proposition and your customers will demand an effective, accurate, and impeccably run program. Join Zia as he walks you through how to design and implement a protocol and strategy that works for your customers. Food plant managers can be fickle, so bowl them over with a personalized plan that yields the kind of results of which they have been dreaming.

M Tools for Your Business: NPMA Resources and How to Use Them

Panel of PMP Experts

NPMA is working hard to provide its members with as many worthwhile resources and benefits as possible. Come to this ses-

We invite you to join us for the 2015 Eastern Conference at the Hyatt Regency Newport in Newport, Rhode Island. The conference will feature a mix of in-depth management sessions, interactive hands-on training, and technical courses featuring the latest research in the pest management industry.

The 2015 Eastern Conference offers...

- More than 17 sessions where you can earn valuable recertification in up to 12 states.
- A variety of educational tools needed to grow your business including technical training, management topics and keynote sessions with industry experts.
- Networking with over 300 pest management professionals from your region.
- An exhibitor showcase which features more than 50 suppliers.

SESSION KEY: **M** = management track **T** = technical track

sion to learn what's available and how to access it and use it to your advantage. Recently unveiled resources include an OSHA toolbox, an online community, a loaded online learning center, and a comprehensive image library that your company can use in its marketing and training materials. You owe it to yourself to get as much as you can from your NPMA membership, just come and learn how to do it!

11:30 a.m. – 12:30 p.m.

CONCURRENT SESSIONS

T Bird Management in Urban and Suburban Environments

Kim Lewis, Rentokil North America

Birds have become a real problem in the residential environment, whether that be in the inner city or the fringes of suburbia. In this practical session, there will be discussion of the biology and behavior of pest birds and the real world issues encountered while providing this much needed service to your clients. Learn about marketing bird control services, factors influencing estimates, roof top and ladder safety, and the different products available and how to effectively use them in different types of residential environments.

M Please Don't Go! Tactics for Retaining Customers

Panel of PMP Experts

The concept of enticing and gaining new customers attracts a lot of attention in management courses. However, it is also crucial to keep your current customers satisfied so they won't stray at the first sign of a discount from a competitor. This knowing panel will share secrets they have learned over the years to keep their customers faithful and happy, right where they are. Take advantage of years of real-world experience to find out what works and what doesn't, when it comes to customer retention.

T Dealing with Mystery Bites and Itches — The Professional Way

Dini Miller, Ph.D., Virginia Polytechnic Institute and State University

Customers complaining of mystery bites can prove to be a difficult challenge. This session will explain the intricacies of this delicate subject and help you navigate the potentially dangerous waters of these situations. It's important to remember that we are pest management professionals, and not medical doctors or mental health professionals. By mining years of first-hand experience, Dr. Miller will present you



PROGRAM [CONTINUED]

with a template of what to do, and just as importantly, what not to do. You won't want to miss it!

12:30 p.m. – 2:00 p.m.

Luncheon & Exhibits

2:00 p.m. – 3:00 p.m.

CONCURRENT SESSIONS

T Decoding and Demystifying Third Party Audit Schemes in Food Plants

Hank Hirsch, RK Environmental

Third party audits can be an unsettling and worrisome experience, but by attending this session you will learn the stone cold facts to help you be calm and prepared. You won't want to miss this opportunity to learn the ins and outs of third party audit schemes and put yourself in a position to succeed in your food plant accounts.

T Regulatory and Behavioral Changes of Bat Removal and Exclusion Services

Alyssa B. Bennett, Vermont Fish and Wildlife Department

Bats provide a net benefit to their environment, but they are not particularly welcome when they nest in structures. Learn how to navigate the regulatory complexities and peculiarities of bat biology and behavior so on your next call you'll be able to lay down the facts. If you are already in bat management, or considering adding it as a service, you will not want to miss this informative presentation.

M Putting Green to Work For You: Developing a Green Service that Works!

George Williams, ACE, Environmental Health Services

With increasingly stringent regulations and an informed and inquisitive customer base, it's in your best interest to understand the foundations of green pest management. This presentation will take you through both the early stages of development and program implementation. Start planning for your company's future today and don't miss this important talk!

3:00 p.m. – 3:15 p.m.

Refreshment Break

3:15 p.m. – 4:15 p.m.

CONCURRENT SESSIONS

T Rutgers Bed Bug Research Update

Changlu Wang, Ph.D., Rutgers University

Since their resurgence, bed bugs have continued to be a difficult pest to manage. This highly informative session will provide you with the latest research about bed bug biology, behavior and control coming out of Rutgers University. Come prepared to learn some valuable information that will help you better understand and solve bed bug infestations.

M Manage or Be Managed: Orchestrating People and Resources to Achieve Your Vision

Charlie Jones, Arrow Exterminators, Inc.

A manager is someone who is responsible for a vision AND those involved with the execution of that vision. There are some very basic questions and steps you can take to go from being managed by your people and your business to actually becoming a great and effective manager capable of seeing your vision become reality. In this session learn the questions you must ask yourself and find out about how to manage your most important resource – the people on your team.

M Safety Compliance for PMPs: Exploring NPMA's OSHA Resources

Marcia Duke, Ph.D., BCE, National Pest Management Association

The Occupational Health and Safety Administration (OSHA) has federal and state-specific requirements that can be quite burdensome for a PMP to manage. NPMA has developed a comprehensive toolbox to help you sort through the rules and regulations of which you are legally required to comply. This informative session will explain the features and functions of the OSHA Toolbox and potentially save your company time and prevent infractions!

4:30 p.m. – 5:30 p.m.

M Protecting Your Employees and Your Bottom Line: Developing a Safety Program for Your Fleet

Steve Bojan, Hub International Limited
Employees and service vehicles are two of the most important assets a company has; are you doing everything you can to protect both? In this presentation, learn how to instill safe driving principles in your employees, learn the procedure to follow in the event of an accident, evaluate vehicle monitoring devices, and much more. The information presented in this session will help keep your company safe, all while reducing insurance costs and keeping profitability high.

Sponsored by



5:30 p.m. – 7:00 p.m.

Eastern Conference Reception

THURSDAY, JANUARY 15

7:30 a.m. – 3:00 p.m.

Registration

7:30 a.m. – 8:30 a.m.

Breakfast & Exhibits

8:30 a.m. – 9:30 a.m.

GENERAL SESSION

Pollinator Update: What PMPs Need to Know About Pollinator Protection and Bee Decline

Jim Fredericks, Ph.D., BCE, National Pest Management Association

Almost every week, the media presents another story about the decline of pollinators. Find out the facts behind these reports and learn how to answer your client's questions about native bees, honey bees, and what factors are threatening them. Additionally, this presentation will explain how the new label language affects exterior applications of neonicotinoids and offer

a glimpse into the future of pollinator protection. Be sure to attend, because it is your responsibility to understand and incorporate this new information into your business.

9:30 a.m. – 10:30 a.m.

CONCURRENT SESSIONS

T Identification and Control of Wood Destroying Beetles

Faith Oi, Ph.D., University of Florida

Technicians and other field personnel are frequently called upon to identify wood destroying beetles and their damage in the field. In this session, you will learn how to correctly identify wood destroying beetles by reviewing the tell-tale signs of infestation, including tips to help determine if the beetles are currently active in the structure and the latest in control strategies.



**HYATT REGENCY
NEWPORT**

The Hyatt Regency Newport Hotel & Spa is one of the only properties on Goat Island — a unique, peaceful escape, just one mile from downtown Newport.

For hotel reservations, call 888-421-1442 by Friday, December 19, 2014 and use group code "G-NPMA" to receive the group rate of \$89 per night. After December 19, rooms and rates are subject to change.

PROGRAM [CONTINUED]

SESSION KEY: **M** = management track **T** = technical track

M Know Your Business Environment: The Differences Between Urban, Suburban and Rural Pest Control Business Models

*Phil Cooper, Cooper Pest Solutions;
Jim Skinner, A&C Pest Management*

The types of services provided to your clients varies based on what type of area they live in. This panel features experienced PMPs who operate in urban, suburban, and rural markets and will differentiate what are universal practices and what are unique to each environment. Scheduling and route management are just a couple of principles that benefit from environment-specific protocol that you will hear about at this valuable session.

10:30 a.m. – 10:45 a.m.

Refreshment Break

10:45 a.m. – 11:45 a.m.

CONCURRENT SESSIONS

T Tough Rat Jobs: Solutions from the Real World

Bill Kolbe, Viking Termite and Pest Control
Rats continue to be a major challenge for PMPs in residential and commercial accounts due to their high reproductive capacity and crafty behavior. Be sure to attend this lively session which will include discussion about the tools, techniques, and methods surrounding rat management; information that comes from first-hand experience in some of the most complex infestations around. This is the kind of information that you need to eliminate rat infestations with confidence!

M Finding the Right Person to Fill Your Shoes: How to Go From Being a Manager to Hiring a Manager

Kevin Kordek, A-Active Termite and Pest Control

Congratulations, you just got promoted! Before you get too excited, just remember that now you need to find someone you can trust to take your old spot. This session

could be a make or break decision for you and your company because hiring the wrong manager can sour the great work environment that you have so carefully cultivated. Learn how to identify the traits and personality types that make great managers so you can feel confident that things will run just as smoothly as they did when you were in charge!

12:00 p.m. – 1:00 p.m.

CONCURRENT SESSIONS

T Underrated Cockroaches: Oriental, Brownbanded and American Cockroaches

Dini Miller, Ph.D., Virginia Polytechnic Institute and State University

Everyone knows the German cockroach is the king of pest cockroaches, but there is some strong competition for second and third place. American, Oriental, and Brownbanded cockroaches are all prominent pests in the Northeast and each one has a distinct lifestyle that presents issues for PMPs. Learn how these pests partition space and resources and how to use these behaviors against these pesky cockroaches while you control them. The next time you run across a basement full of Oriental cockroaches, you'll be glad you attended this session!

CONCLUDING GENERAL SESSION

News From the Underground: Recent Updates in Termite Biology and Management

Faith Oi, Ph.D., University of Florida

The amount of important and relevant information coming out of research labs can be overwhelming for a PMP to follow. The body of literature surrounding termites continues to grow very quickly and many long-held ‘truths’ about termites have turned out not to be as true as once thought. Stay ahead of the curve and attend this highly informative session about the latest termite research and how it can influence your treatments.

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Please print or type clearly. Please complete one form per person. Photocopy form for additional registrants or register online at www.npmapestworld.org.

Name _____ Title _____
Company Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
E-mail _____
(company) _____ (individual) _____

REGISTRATION FEES

Member Registration	Early Bird (By 1/2/15)	Regular (After 1/2/15)	Total
1st Attendee	\$275	\$325	\$ _____
2nd + Additional Attendees	\$215	\$265	\$ _____
Daily Fee, per person (Wed. or Thurs.)	\$175	\$225	\$ _____
Non-Member Registration	Early Bird (By 1/2/15)	Regular (After 1/2/15)	
1st Attendee	\$320	\$360	\$ _____
2nd + Additional Attendees	\$270	\$310	\$ _____
Daily Fee, per person (Wed. or Thurs.)	\$220	\$260	\$ _____
Total Amount Due			\$ _____

FULL REGISTRATION INCLUDES: Two days of conference programming, exhibit hall access, one lunch, two breakfasts, three refreshment breaks and the Eastern Conference Reception. **Register early!** Fees increase onsite.

PAYMENT INFO

- Check (payable to NPMA) Enclosed
 Visa MasterCard

Name on Card _____

Card # _____

Exp. Date _____ Sec. Code _____

Auth. Signature _____

OFFICIAL CANCELLATION POLICY

Refunds will be made on the following schedule. All refund requests must be made in writing:

Before Dec. 9	100% Refund
Between Dec. 9 - 16	75% Refund
Between Dec. 17 - 22	50% Refund
Between Dec. 23 - 30	25% Refund
After Dec. 30/No-shows	No Refund

3 WAYS TO REGISTER



Mail to: NPMA
10460 North Street
Fairfax, VA 22030



Fax: (703) 352-3031
Tel: (800) 678-6722



Online:
www.npmapestworld.org/events



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