



INNOVATE



ADAPT



EVOLVE

NEW! REDESIGNED FOR 2014!

2014 EASTERN CONFERENCE

JANUARY 21-23 DOUBLETREE BY HILTON TARRYTOWN TARRYTOWN, NY

PRESENTED BY:  **NPMA**
National Pest Management Association

SPONSORED BY:  **BASF**
The Chemical Company

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

2014 EASTERN CONFERENCE

INNOVATE ADAPT EVOLVE...

We invite you to join us for the new and improved Eastern Conference at the DoubleTree by Hilton Tarrytown in Tarrytown, NY. This is an exciting venue matched only by the fresh program offered this year – a mix of in-depth management sessions, interactive hands-on training, and technical courses featuring the latest research in the pest management industry.

THE 2014 EASTERN CONFERENCE OFFERS ...



More than 10 sessions where you can earn valuable recertification in up to 10 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 and an exhibitor showcase which features more than 40 suppliers.

HIGHLIGHTS INCLUDE:

- **New day pattern** (*Wednesday through Thursday*)
- **New location**
- **Improved social functions including a sit down luncheon and hot breakfast**
- **Improved educational program including both technical and business related sessions that you won't find anywhere else**
- **More time with exhibitors**
- **Wednesday night Networking Party open to both exhibitors and attendees** (*included in your registration fee*)



DOUBLETREE BY HILTON TARRYTOWN

Located in the historic town of Tarrytown, the DoubleTree Hotel combines comfort with history and tradition. Conveniently located in the business corridor of Westchester County, the DoubleTree provides easy access to local sights including the Lyndhurst Castle and Empire City Gaming.



For hotel reservations, call 914-631-5700 by January 3 and mention "NPM" to receive the group rate of \$159/night. After January 3, rooms and rates are subject to change.

PROGRAM

TUESDAY, JANUARY 21

2:00 p.m. – 6:00 p.m.

Registration

WEDNESDAY, JANUARY 22

7:00 a.m. – 6:00 p.m.

Registration

7:30 a.m. – 8:30 a.m.

Continental Breakfast & Exhibits

8:30 a.m. – 10:00 a.m.

Opening General Session: Marketing with Social Media

John Wayne Zimmerman and Jeremy DeWeese, Social Experts, Inc.

In this high-energy, entertaining session you will learn:

- How to create social marketing processes to simplify your job/life
- How to create engaging posts that get seen/acted upon
- How to let go of being perfect and focus on delivering a unique message
- How to convert fans into customers that buy with loyalty
- How to include media in social posts to attract more attention
- How to get people to share posts, thereby increasing visibility

10:00 a.m. – 10:15 a.m.

Refreshment Break

CONCURRENT SESSIONS

10:15 a.m. – 11:15 a.m.

T Insect Identification: A Practical Field Approach

Rick Cooper, Rutgers University

Dichotomous keys and heavy insect identification manuals can be impractical

for the technician in the field. This session, based on commonly encountered urban pests, will give technicians and salespeople the basic skills they need to be experts in identifying the insects that are encountered on the job each day.

M Strategic Planning for Your Business

Mitch Tobol, CGT Marketing

With the daily tasks and constant pressure of running a small business keeping you busy, it's sometimes hard to take in the big picture. In this session, learn about the things that you should be thinking about and planning for today that will impact the success of your company for years to come.

CONCURRENT SESSIONS

11:30 a.m. – 12:30 p.m.

T Innovations in Pest Management: Termite Control in the 21st Century

Jeff Tucker, Entomology Associates

Active ingredients and formulations of termiticides have changed tremendously over the years and it might seem hard for you to keep up. This session will provide the latest on how the new breed of products work on an individual termite and potentially on an entire colony. Be prepared for your inquisitive customers by attending this session!

M Accounting Best Practices for Firms with Revenue Greater than \$1 Million

Dan Gordon, CPA, PCO Bookkeepers

Accounting practices for large pest management firms can be very confusing, especially when you are trying to focus on controlling pests, keeping customers happy and growing your business. In this session, designed with

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



PROGRAM CONTINUED

the needs of large firms in mind, learn what you need to do to keep your books straight!

T Problem Solving Q&A with Industry Technical Specialists

Bill Kolbe, Viking Termite and Pest Control; Rick Cooper, Rutgers University; Jim Fredericks, Ph.D., National Pest Management Association

Bring your tough pest control questions and challenges to this fast-paced, one of a kind session and pick the brains of technical experts. From termites to rodents, anything goes in this session. There's no guarantee that every problem will be solved, but every question will be addressed in a thoughtful and entertaining way.

12:30 p.m. – 2:00 p.m.
Luncheon & Exhibits



CONCURRENT SESSIONS **2:00 p.m. – 3:00 p.m.**

T How to Make Money with Ticks and Mosquitoes

Lonnie Anderson, Terminix International; Sarah Thomas, Thomas Pest Services

Ticks and mosquitoes are making headlines like never before. When it comes to disease vector pests, additional precautions must be considered and specific protocols implemented. In this session, learn about successful programs that will make you money.

M Accounting Best Practices for Firms with Revenue Less than \$1 Million

Dan Gordon, CPA, PCO Bookkeepers

The most complicated part of running a pest management firm isn't always controlling pests, sometimes it's the accounting! In this session, designed with the smaller firm in mind, learn

important tips that will help you to keep the books in order so that you can focus on your customers.

M Using LinkedIn and Google+ to Generate Business for Your Company

John Wayne Zimmerman, Social Experts, Inc.

With all of the social media options available in today's world, it's hard to be an expert in "everything." In this session learn how to use two popular social media platforms to maximize your businesses presence on the web.

3:00 p.m. – 3:15 p.m.
Refreshment Break

CONCURRENT SESSIONS **3:15 p.m. – 4:15 p.m.**

T IPM Solutions for Nuisance Ants

Jeff Tucker, Entomology Associates

Managing social insects is a difficult proposition that requires a lot of creativity and specialized knowledge on your part. There is tremendous variety in the biology and behavior of ants and this session will give you the information to help you succeed. Be sure to attend this fascinating exploration of nuisance ant management!

T How a Practical Understanding of Product Formulations and Modes of Action Can Increase Treatment Efficacy: A Case Study Approach

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

Understanding the basics behind the many different insecticide modes of action and various formulations available to pest management professionals is key to selecting the right product to apply. The site, pest and weather conditions must all be considered when determining what product is right for each job.

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M Equipment Repair and Maintenance

Bill Kolbe, Viking Termite and Pest Control

One of the hallmarks of a true professional is taking pride in having the highest quality tools available for the job. In this practical session, learn how to keep your equipment in tip-top shape and how to troubleshoot and perform common problems encountered in the field.

4:30 p.m. – 5:30 p.m.

General Session: Remembering Please and Thank You — Customer Service for Service Technicians

Lonnie Anderson, Terminix International
Service technicians who visit your clients' homes and businesses are the face of your company. Taking the time to remember the little things like please and thank you may not seem important to a busy technician, but they mean the world to your clients. This refresher course on customer service will help to remind everyone what it takes to "talk the talk" and "walk the walk!"

5:30 p.m. – 6:30 p.m.
Reception & Exhibits

7:00 p.m. – 10:00 p.m.
Networking Party

Join your fellow Eastern Conference attendees for a night of fun and games. Take time to enjoy a drink and some delicious appetizers while networking with your fellow attendees and exhibitors. This is an event you won't want to miss!



THURSDAY, JANUARY 23

7:30 a.m. – 3:00 p.m.
Registration

7:30 a.m. – 8:30 a.m.
Hot Breakfast & Exhibits



8:30 a.m. – 9:30 a.m.

General Session: Public Health Impacts of Rodent Control

Bobby Corrigan, RMC Pest Management Consulting

Pest management professionals play an important role in protecting public health. In fact, municipal rodent control functions often fall under the jurisdiction of local health departments. In this session, learn about why rodents are not only a nuisance, but also a health threat and how PMPs figure into the equation.

CONCURRENT SESSIONS

9:30 a.m. – 10:30 a.m.

T Understanding the Pest Management Needs of Today's Food Plant Managers

Al St Cyr, AIB International

Believe it or not, food plant managers have other things to worry about besides pest management. Despite this fact, pest control is an extremely important part of the sanitation and quality assurance programs in any facility. In this session, learn about the how food plant managers view pest management and how PMPs can better tailor their services to meet the needs of the client.

M Integrating Fumigation, Canines and Heat into a Bed Bug Business Model that Generates Recurring Revenue

Kevin Pass, Action Pest Control

Pest management firms have struggled with how to convert bed bug elimination services into an ongoing revenue producing business. In this innovative session, find out how one industry veteran has integrated fumigation, heat and canine scent detection into a bed bug program that is generating revenue month after month.



10:30 a.m. – 10:45 a.m.

Refreshment Break

CONCURRENT SESSIONS

10:45 a.m. – 11:45 a.m.

T **Lessons Learned: Successfully Integrating Canine Scent Detection into Your Bed Bug Management Protocol**

*Brian Taggart, A&C Pest Management
Ted St Amand, Atlantic Pest Solutions
Andrew Klein, Assured Environments*

The use of scent detection canines are gaining acceptance all over the country, but integrating scent detection into your existing business operation is not as simple as it may seem. In this session, learn from your peers as they candidly describe the pitfalls and rewards of introducing bed bug scent detection into their companies.

M **Coaching & Disciplining Employees: Secrets for Bringing About Real Change in an Employee**

Jean L. Seawright, CMC, Seawright and Associates

She operates one of the most respected management consulting firms in the nation and was recently featured on major newscasts for her expert witness testimony in the Michael Jackson negligent hiring trial ... but, NPMA's HR Consultant, Jean Seawright's, true passion is sharing HR wisdom that helps businesses grow and thrive. In this session, learn useful and practical tips for reversing bad behavior, gaining agreements with employees, documenting coaching sessions, and obtaining commitments from employees to improve. You can't afford to miss this session!

CONCURRENT SESSIONS

12:00 p.m. – 1:00 p.m.

T **Using Traps as Part of a Successful Mouse Management Program**

Bobby Corrigan, RMC Pest Management Consulting

The advent of more restrictive rodenticide bait labels and increased regulatory scrutiny has made many firms search "outside of the bait station" for solutions to mouse infestations. The use of traps is an effective method for controlling mice, but the importance of understanding mouse behavior cannot be understated. In this session, learn from the nation's leading rodent control expert and discover ways to make your mouse trapping programs more successful.

T **The Top Three Employment Regulations Every Owner MUST Be Aware Of: Tips for Achieving Compliance and Gaining Peace of Mind**

Jean L. Seawright, CMC, Seawright and Associates

The risks associated with employment are greater than ever before, but the rewards from getting it right are tremendous! This session will give you the bottom line on the top three employment regulations that create the most confusion and risk and for pest control operators: The Fair Labor Standards Act (wage and hour regulations, overtime, time records, etc.), the Americans With Disabilities Act (disabilities, injuries, and medical issues in the workplace), and Title VII (anti-discrimination regulations). Join Jean as she simplifies these regulations and shares tips to help you minimize risk and sleep better at night!



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JANUARY 21-23 DOUBLETREE BY HILTON TARRYTOWN TARRYTOWN, NY

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 1/3/14)	Regular (After 1/3/14)	Total
1st Attendee	\$275	\$325	\$ _____
2nd + Additional Attendees	\$215	\$265	\$ _____
Daily Fee, per person <i>(Wed. or Thurs.)</i>	\$175	\$225	\$ _____
Non-Member Registration	Early Bird (By 1/3/14)	Regular (After 1/3/14)	
1st Attendee	\$320	\$360	\$ _____
2nd + Additional Attendees	\$270	\$310	\$ _____
Daily Fee, per person <i>(Wed. or Thurs.)</i>	\$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 Networking Event. **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 30..... 100% Refund
 Between Dec. 30 - Jan. 5 75% Refund
 Between Jan. 6-12..... 50% Refund
 Between Jan. 13-19..... 25% Refund
 After Jan. 19/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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National Pest Management Association

10460 North Street
Fairfax, VA 22030