



**WILDLIFE  
EXPO**  
PRESENTED BY NWCOA AND NPMA

**FEBRUARY 9-11, 2012**

Omni Hotel at CNN Center • Atlanta, Georgia

PRESENTED BY:



**REGISTRATION BROCHURE**



**Join the** National Wildlife Control Operators Association (NWCOA) and the National Pest Management Association (NPMA) for an educational program that will provide both technical and business-related information to pest and wildlife management professionals who are involved in wildlife management or are considering offering this valuable add-on service.

#### **THE PROGRAM SPEAKS FOR ITSELF**

The program at the Wildlife Expo combines training and education with networking opportunities and the chance to check out the newest technology and services in the Exhibit Hall. Whether you are a large company or a one-man shop, use this opportunity to grow this segment of your business by attending this unique meeting—a meeting designed just for you in mind.

#### **THE EXHIBIT HALL**

A centerpiece of the meeting is the Exhibit Hall—the largest tradeshow dedicated to wildlife and nuisance bird management. During the program there are several events held in the Exhibit Hall that allow you ample time to meet with vendors and test out new products in an intimate setting.

#### **CERTIFIED PROFESSIONAL TRAINING COURSES**

In conjunction with the Wildlife Expo, NWCOA is offering Certified Professional Training Courses for technicians. This unique opportunity is only available at the Wildlife Expo and is normally only offered exclusively to NWCOA members. After completion of any course, the student will receive credentials, use of the logo mark in marketing materials, and a certificate of completion. These courses are offered at an additional fee and you can pick and choose which ones you would like to attend on the registration form.

# Schedule

THURSDAY, FEBRUARY 9	
11:00 a.m. – 6:30 p.m.	Wildlife Expo Registration
5:00 p.m. – 7:00 p.m.	Welcome Reception & Exhibits

FRIDAY, FEBRUARY 10		
7:00 a.m. – 5:00 p.m.	Wildlife Expo Registration	
7:00 a.m. – 8:30 a.m.	Continental Breakfast & Exhibits	
8:30 a.m. – 10:00 a.m.	Opening General Session: Generating Positive PR for Wildlife Management <i>Joe LaBarbera, LaBarbera Media Group, Dousman, WI</i>	
10:15 a.m. – 11:15 a.m.	<b>CONCURRENT SESSIONS</b>	
	<b>SESSION ONE</b>	<b>SESSION TWO</b>
	<b>SESSION THREE</b>	
	<b>Squirrel Techniques</b> <i>Alan Huot, Wildlife Control Supplies, LLC, East Granby, CT</i>	<b>Integrated Bird Management Programs</b> <i>Mike Givlin, The Steritech Group Corp., Milton, ON, Canada</i>
		<b>Commensal Rodents</b> <i>Jeff Dunn, Northwest Exterminating, Smyrna, GA</i>
11:30 a.m. – 12:30 p.m.	<b>CONCURRENT SESSIONS</b>	
	<b>SESSION ONE</b>	<b>SESSION TWO</b>
	<b>SESSION THREE</b>	
	<b>Human–Wildlife Conflict Collaboration</b> <i>Francine Madden, The Human-Wildlife Conflict Collaboration, Washington, DC</i>	<b>Utilizing Metal Breaks for Exclusion</b> <i>John Christianson, Critter Control, Savannah, GA (invited)</i>
		<b>Remote Trap Monitoring</b> <i>Todd Moran, New Frequency Trap-Alert, Atlanta, GA</i>
12:30 p.m. – 1:45 p.m.	Lunch & Exhibits	
1:45 p.m. – 2:45 p.m.	<b>CONCURRENT SESSIONS</b>	
	<b>SESSION ONE</b>	<b>SESSION TWO</b>
	<b>SESSION THREE</b>	
	<b>Leveraging Social Media to Brand Your Business and Gain Customers</b> <i>Brian Bacigalupo, Synergetic Marketing Sales, Inc., Commerce Township, MI (invited)</i>	<b>Contraception in Nuisance Bird Management</b> <i>Dr. Alex MacDonald, Ova Control, Rancho Santa Fe, CA</i>
		<b>Chimney Caps, Covers and Vent Screens: Sales Techniques</b> <i>Brian Jacobson, Hy-C, St. Louis, MO (invited)</i>
3:00 p.m. – 4:00 p.m.	<b>CONCURRENT SESSIONS</b>	
	<b>SESSION ONE</b>	<b>SESSION TWO</b>
	<b>SESSION THREE</b>	
	<b>Up-Selling Tips, Tricks and Add-On Services</b> <i>Dixon Herman, CWCP Blue Ridge Wildlife Control, LLC, Hickory, NC; Charles Holt, CWCP Advantage Wildlife Control, Cincinnati, OH; Kevin Malone, Arrow Exterminators, Inc., Atlanta, GA (invited)</i>	<b>Bird Bangers Compliance Rules</b> <i>Jeanette Compton, Atlanta ATF SAC, Atlanta, GA</i>
		<b>Effective Marketing Strategies for Wildlife Control Operators</b> <i>Jason Reger, CWCP Blue Ridge Wildlife Management, Roanoke, VA</i>



# NWCOA Certified Training Courses

After completion of any training course, the student will receive credentials, use of the logo mark in marketing materials, and a certificate of completion. *These courses are offered at an additional fee and you can pick and choose which ones you would like to attend on the registration form. Lunch is included with all full-day courses.*

## WEDNESDAY, FEBRUARY 8

7:30 a.m. – 6:00 p.m.

### Training Course Registration

8:00 a.m. – 5:00 p.m.

### NWCOA Certified Basic Wildlife Control Operator Training Course (Part 1)

*Certification Value: 16 NWCOA CEUs*

*(You must attend Parts 1 and 2 to receive full credit.)*

This course will train new and current WCOs that perform wildlife management services in or on residential and commercial properties. This is a two-day, hands-on, classroom style course taught by Master NWCOA Instructors and Certified NWCOA Instructors. Safeguard, the course sponsor, has donated demonstration products and materials that will be given away as door prizes to attendees once the instruction is complete.

Sponsored by:  Safeguard  
A VAL-CO Product



8:00 a.m. – 5:00 p.m.

### Bird B Gone, Inc. Authorized Installer Training Course

*Certification Value: 8 NWCOA CEUs*

This course covers the essentials of bird control, including site evaluation, product information, product installation and marketing bird control to your customers. This course is meant to teach WCOs who are unfamiliar with bird control basics what they need to start doing bird work.



## THURSDAY, FEBRUARY 9

7:30 a.m. – 5:00 p.m.

### Training Course Registration

8:00 a.m. – 5:00 p.m.

### NWCOA Certified Basic Wildlife Control Operator Training Course (Part 2)

1:00 p.m. – 5:00 p.m.

### NWCOA Bat Standards Compliant Training Course

*Certification Value: 8 NWCOA CEUs*

This course will aid the survival and future of bats in North America, as well as educate those who perform bat exclusion services in residential and commercial structures. This is a one-day, classroom-style course taught by Certified NWCOA Instructors and upon completion, you will become NWCOA Bat Standards Compliant.

Sponsored by:



## SUNDAY, FEBRUARY 12

7:30 a.m. – 5:00 p.m.

### Training Course Registration

8:00 a.m. – 5:00 p.m.

### Bird Barrier America, Inc. Certification Training Course

*Certification Value: 8 NWCOA CEUs*

Droppings, nest materials, and ecto-parasites pose serious threats to structures and the people who occupy them. This course will help you determine which bird control products are suitable for solving any bird problem and how to install them. Upon completion of this course, you will become a Bird Barrier Certified Installer.



8:00 a.m. – 5:00 p.m.

**NRA Rifle Shooting Course**

*Certification Value: 8 NWCOA CEUs*

Teaching the students in the classroom and the live range, this course includes rules for gun safety, rifle parts and operation, ammunition, shooting fundamentals, range rules, shooting from different positions, cleaning, and continued opportunities for skill development. Upon completion of this course, you will be qualified to take the NWCOA Shooting in Sensitive Environments Training Course.

*There is a \$25 discount for participants in the Shooting in Sensitive Environments Course.*

**MONDAY, FEBRUARY 13**

7:30 a.m. – 5:00 p.m.

**Training Course Registration**

8:00 a.m. – 5:00 p.m.

**NWCOA Shooting in Sensitive Environments Training Course (Part 1)**

*Certification Value: 16 NWCOA CEUs*

*(You must attend Parts 1 and 2 to receive full credit.)*

This course will train new and current WCOs that perform wildlife management services in or on residential and commercial properties. This is a two-day, hands-on, classroom style course taught by Master NWCOA Instructors and Certified NWCOA Instructors. This workshop will provide intensive training in shooting accuracy, special safety considerations and effectiveness of shooting in non-traditional shooting locations. Upon completion of the course and passing the test, you will become a NWCOA Certified Urban Marksman. The NRA Rifle Shooting Course or NWCOA approved firearms training must be taken prior to this course.



**TUESDAY, FEBRUARY 14**

7:30 a.m. – 5:00 p.m.

**Training Course Registration**

8:00 a.m. – 5:00 p.m.

**NWCOA Shooting in Sensitive Environments Training Course (Part 2)**

# Registration Form

Please print or type clearly and complete one form per person.

Photocopy form for additional registrants or register online at [www.npmapestworld.org/events](http://www.npmapestworld.org/events).



**February 9-11, 2012**

Omni Hotel at CNN Center  
Atlanta, Georgia

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE/PROVINCE: \_\_\_\_\_ ZIP/POSTAL CODE: \_\_\_\_\_

INDIVIDUAL E-MAIL: \_\_\_\_\_ COMPANY E-MAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

## REGISTRATION FEES

Full Registration Includes: A welcome reception, conference programming, exhibit hall entry, two continental breakfasts, two lunches, refreshment breaks, and a final night banquet.

	<b>EARLY BIRD</b> <small>(Through 1/20/12)</small>	<b>REGULAR</b> <small>(After 1/20/12)</small>
NPMA/NWCOA Member Registration	<input type="checkbox"/> \$355	<input type="checkbox"/> \$380
Non-Member Registration	<input type="checkbox"/> \$405	<input type="checkbox"/> \$430

## ADDITIONAL TRAINING COURSES:

	<b>NPMA/NWCOA MEMBER</b>	<b>NON-MEMBER</b>
<b>FEBRUARY 8-9 • 8:00 A.M. – 5:00 P.M.</b> NWCOA Certified Basic Wildlife Control Operator Training Course	<input type="checkbox"/> \$300	<input type="checkbox"/> \$380
<b>FEBRUARY 8 • 8:00 A.M. – 5:00 P.M.</b> Bird B Gone, Inc. Authorized Installer Training Course	<input type="checkbox"/> \$150	<input type="checkbox"/> \$175
<b>FEBRUARY 9 • 1:00 P.M. – 5:00 P.M.</b> NWCOA Bat Standards Compliant Training Course	<input type="checkbox"/> \$150	<input type="checkbox"/> \$175
<b>FEBRUARY 12 • 8:00 A.M. – 5:00 P.M.</b> Bird Barrier America, Inc. Certification Training Course	<input type="checkbox"/> \$150	<input type="checkbox"/> \$175
<b>FEBRUARY 12 • 8:00 A.M. – 5:00 P.M.</b> NRA Rifle Shooting Course	<input type="checkbox"/> \$150	<input type="checkbox"/> \$175
<b>FEBRUARY 13-14 • 8:00 A.M. – 5:00 P.M.</b> NWCOA Shooting in Sensitive Environments Training Course	<input type="checkbox"/> \$650	<input type="checkbox"/> \$700

Registration Fee Subtotal: \$ \_\_\_\_\_  
 Additional Training Courses Subtotal: \$ \_\_\_\_\_  
**Total Amount Due:** \$ \_\_\_\_\_

## FORM OF PAYMENT

- Check enclosed (Payable to NPMA)  
 Please charge my:  Visa  MasterCard

NAME ON CARD: \_\_\_\_\_

CREDIT CARD NUMBER: \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_

SECURITY CODE: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

## CANCELLATION POLICY:

Before January 2	100%
January 3 - 9	75%
January 10-16	50%
January 17-23	25%
After January/No Shows	No Refund

## 3 WAYS TO REGISTER

**Mail:** NPMA, 10460 North Street, Fairfax, VA 22030  
**Fax:** 703-352-3031  
**Online:** [www.npmapestworld.org/events](http://www.npmapestworld.org/events)

## MAKE YOUR HOTEL RESERVATIONS

The Omni at CNN Center is located at 100 CNN Center, Atlanta, GA 30303. Call 800-524-0500 and mention the "Wildlife Expo" to receive the group rate of \$120 per night.

Presented by:





National Pest Management Association  
10460 North Street  
Fairfax, VA 22030

703-352-6762  
[www.npmapestworld.org/events](http://www.npmapestworld.org/events)

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## FEBRUARY 9-11, 2012

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ATLANTA, GEORGIA

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