



NATIONAL BED BUG FORUM

A SOLUTIONS CONFERENCE

**January 5-7, 2011
Omni Interlocken
Denver, Colorado**

PRESENTED BY THE NATIONAL PEST MANAGEMENT ASSOCIATION

Identified as the single most difficult pest to treat in our industry, bed bugs have made an aggressive resurgence across the globe. With the substantial media coverage they have ignited, public awareness has increased dramatically. Inquiries from homeowners and businesses are overwhelming many professional pest management offices. Customers are looking for help to immediate problems while others seek to understand ways to better protect themselves on an on-going basis. **The National Bed Bug Forum: A Solutions Conference**, is designed to provide you with the information you need from legal, technical, business, and customer perspectives to respond strategically to the new world of bed bugs.

This conference will move beyond bed bug basics and focus on solutions essential to properly manage your business. While some professionals are playing the guessing game when it comes to bed bugs, there are many who have successfully navigated the challenges presented. When it comes to managing your bed bug business, it's too important to guess at answers when solutions ARE available.

WEDNESDAY, JANUARY 5

9 a.m. - 12:00 Noon
Blue Ribbon Bed Bug Task Force Meeting

12:00 Noon – 6:00 p.m.
Registration

1:00 p.m. – 2:00 p.m.
**Welcome and Opening General Session:
The Bed Bug Challenge**

Dr. Michael Potter, University of Kentucky

Bed bugs are a global pandemic. Infestations are everywhere and getting worse. In this session you will learn how the pest management industry is currently meeting this daunting challenge and what the future holds.

2:00 p.m. – 2:45 p.m.
The Biology of Bed Bugs

Gail Getty, M.S., University of California, Berkeley

The biology of bed bugs is more complex than you might think. Their behavior favors moving from one place to another both biologically and as “hitch-hikers.” Understanding the biology of bed bugs is critical to any successful elimination program. This session will examine the complexity of bed bug biology, which will underwrite your ability to provide an equally intuitive and complex treatment strategy.

2:45 p.m. – 3:00 p.m.
Refreshment Break

3:00 p.m. – 6:00 p.m.
Effective Business Models

Luis Agurto, Pestec, San Francisco, CA; Michael Botha, Sandwich Isle Pest Solutions, Pearl City, HI; Jerry Kahl, Rentokil - Ehrlich/ Presto-X, Reading, PA; Andrew Klein, Assured Environments, New York, NY; Bert Putterman, Arizona Exterminating Company, Phoenix, AZ; Fred Strickland, Jr., Terminix International Co., Memphis, TN; Alfred H. Treleven, III, Sprague Pest Solutions, Tacoma, WA

A panel of industry leaders will discuss the cost of inspection, treatment and prevention strategies. You'll leave with a solid understanding of which model works best for which accounts.

6:00 p.m. – 7:30 p.m.
Reception in the Marketplace

THURSDAY, JANUARY 6

7:00 a.m. – 8:00 a.m.
Coffee and Doughnuts in the House of Learning

7:00 a.m. – 6:00 p.m.
Registration



8:30 a.m. – 10:00 a.m.

General Session: What's Next from the Research Community?

Dr. Stephen Kells, University of Minnesota; Dr. Phil Koehler, University of Florida; Dr. Dini Miller, Virginia Polytechnic Institute and State University; Dr. Michael Potter, University of Kentucky

As bed bugs have aggressively resurged across the United States and globally, media attention has increased dramatically, increasing public awareness of this pandemic. To meet a major part of the bed bug challenge, top entomology investigators are discovering key information to unlock the mysteries of bed bugs. In this session you will learn about some of these key discoveries.

10:00 a.m. – 10:15 a.m.

Refreshment Break

10:15 a.m. – 11:45 a.m.

The Universe of Detection

Richard Cooper, Cooper Pest Solutions, Lawrenceville, NJ; Andrew Klein, Assured Environments, New York, NY; Dr. Phil Koehler, University of Florida; Mike Masterson, Isotech Pest Management, Covina, CA

The behavior of bed bugs favors a cryptic, or hidden, nature. Couple such behavior with their small size and you have a blood-feeding insect that is very difficult to detect. The difficulty in detecting bed bugs allows for the establishment of large populations in a relatively short period of time. In this session, you will learn about novel detection methods, including the use of canines and alternative monitoring devices to successfully identify active infestations.

11:45 a.m. – 1:00 p.m.

Lunch in the Marketplace

1:00 p.m. – 1:45 p.m.

Understanding Different Treatment Methods: Insecticides

Dr. Dini Miller, Virginia Polytechnic Institute and State University
Regardless of the treatment method, bed bugs are a very challenging pest to eliminate. Appropriate residual insecticide application is a key component to a successful integrated pest management elimination program. In this session you will learn what works and what does not using insecticides in the pursuit of bed bugs.

1:45 p.m. – 3:15 p.m.

Alternative Technologies: Non-Chemical Options

Jay Bruesch, Plunkett's Pest Control, Inc., Fridley, MN; Jim Fredericks, National Pest Management Association, Fairfax, VA; Dr. Stephen Kells, University of Minnesota; Fred Strickland, Jr., Terminix International Co., Memphis, TN

As researchers discover more about the biology of bed bugs, novel treatment technologies are emerging as alternatives to traditional methods and are being developed into practical applications for use in the field by pest management professionals. In this session

you will learn about a few of these applied technologies including extreme temperatures, mechanical removal and how you can adapt methods into your bed bug treatment protocols.

3:15 p.m. – 3:30 p.m.

Refreshment Break

3:30 p.m. – 4:15 p.m.

Understanding Different Treatment Methods: Fumigation

Sean Brantley, Emory Brantley & Sons Termite, Pinellas Park, FL; Dr. Rudolf H. Scheffrahn, University of Florida

Fumigation has been successfully utilized to eliminate pests in commodities and structures for decades. This application is now being successfully utilized to eliminate bed bugs. In this session you will learn the unique advantages of the fumigation process to eliminate well-established and resistant structural bed bug populations.

4:15 p.m. – 4:30 p.m.

Refreshment Break

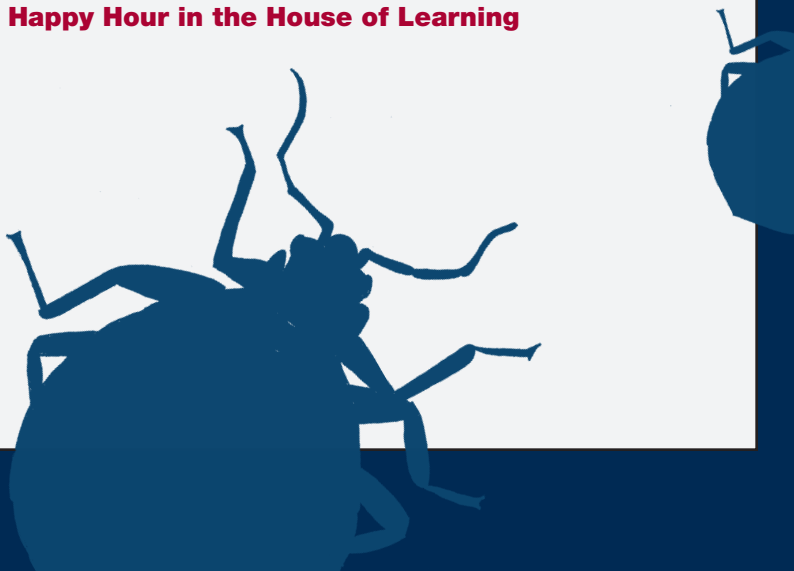
4:30 p.m. – 5:30 p.m.

Understanding Consumer Attitudes About Bed Bugs and Preparing Yourself for the Next Media Frenzy

Missy Henriksen, National Pest Management Association, Fairfax, VA
This two-part session will make sure you are armed with much needed tools to handle questions on bed bugs. First, from the consumer perspective as helping customers to eliminate bed bugs requires much more than traditional pest management services. This session will share the results of a brand new consumer study on bed bugs. Learn what consumers want pest professionals to know when performing bed bug service work. Then, we will switch gears and prepare for external inquiries or more specifically, those from the media. How well-prepared are you to represent your company? The second part of this session will give a comprehensive overview of bed bug facts and stats and will discuss the do's and don'ts of fielding media inquiries on bed bugs – many taken from real life examples collected this summer.

5:30 p.m. – 6:30 p.m.

Happy Hour in the House of Learning



FRIDAY, JANUARY 7

7:30 a.m. – 8:30 a.m.

Continental Breakfast in the House of Learning

7:00 a.m. – 3:00 p.m.

Registration

8:30 a.m. – 10:45 a.m.

Getting Customers to Bite: How to Successfully Market Your Bed Bug Services

Phil Cooper, Cooper Pest Solutions, Lawrenceville, NJ; Linden Griffin, Griffin Pest Solutions, Kalamazoo, MI; Cindy Mannes, Arrow Exterminators, Inc., Atlanta, GA; Kevin Smith, Orkin Pest Control, Atlanta, GA

As the digital market has incrementally increased ways to diversify your advertising, and as conventional marketing techniques continue to compete for consumer attention, it is imperative that companies take a creative approach to sell their services. Panelists will focus on how they think “outside of the marketing box” in an effort to highlight bed bug services offered by their companies. Learn about creative ways to grab attention for your company and get consumers thinking about the bed bug pandemic in a proactive manner through preventative bed bug service solutions. Additionally, the Buggy Awards presentation will be made at the end of this session.

10:45 a.m. – 11:00 a.m.

Refreshment Break

11:00 a.m. – 11:30 a.m.

Proactive Steps to Avoiding Litigation

Daniel Gerber, Esq., Rumberger, Kirk, and Caldwell, Orlando, FL
It isn't surprising that the plaintiff bar has figured out that there is money in bed bugs. Litigation is becoming common and the awards are eye-opening. Find out what you need to do to avoid litigation from leading industry lawyers...including forms, contracts and advice to customers.

11:30 a.m. – 12:00 Noon

Insurance Claims and Bed Bugs: How to Protect Yourself

Scott Bell, Weisburger Insurance Brokerage, White Plains, NY
Liability is all around you as you conduct your daily business. As pest control operators have entered the bed bug elimination business, new liabilities have entered into doing such business. A new scope of potential liability consisting of Workman's Compensation, property damage, medical, and legal, to name a few, goes along with bed bug elimination services. Learn how to protect yourself from claims by working with your insurance provider-partner.

12:00 Noon – 1:30 p.m.

Lunch in the Marketplace

1:30 p.m. - 2:00 p.m.

Bed Bug Bites: A Medical Perspective

Dr. Stuart Mitchell, National Pest Management Association, Fairfax, VA

Cimicosis is defined as lesions produced by the repetitive feedings of bed bugs, *Cimex lectularius*, or bed bug bites. Reactions to insect bites and stings can be a common and a frequent cause for a visit to a physician. In this session we will look at the medical significance of persistent exposure to bed bug infestations as well as the potential psychosis that may result for the patient.

2:00 p.m. - 3:00 p.m.

Bed Bug-Driven Public Policy and the Impact on PMPs and Their Customers

Gene Harrington, National Pest Management Association, Fairfax, VA

All levels of government are looking to address the bed bug resurgence, and several have passed laws or ordinances or implemented regulations or other initiatives. Many other jurisdictions will surely follow suit. This session will outline the already adopted laws, regulations and policies, as well as cover ongoing and possible future trends.

3:00 p.m. – 3:30 p.m

Report from the Blue Ribbon Bed Bug Task Force

Bob Rosenberg, National Pest Management Association, Fairfax, VA

Do you think your company successfully markets its bed bug services? If so we want to know! Send us copies of your marketing and advertising for a chance to win a Buggy at the National Bed Bug Forum.

All entries to the contest must be received by December 1, 2010 to be eligible. For criteria and additional entry information, complete the online form at www.npmapestworld.org.



House of Learning

Bed bugs have not only been a resurgent pest, but also a difficult to *eliminate* resurgent pest. With the growing complexity pursuant to eliminating bed bug infestations, both pest management professionals and the pest management industry are developing innovative elimination methods that exceed the bed bug challenge for now and the future.

At the **House of Learning** you will see real life demonstrations of new technologies to defeat bed bug pressures in the most challenging environments. Demonstrations will include heat, steam, cold, treatment ergonomics and methods, monitoring practices, UVA inspection, and canine inspection.

The **House of Learning** will be staged to represent a true field environment. You will see hands-on demonstrations of new technologies to defeat the most difficult bed bug infestations. You will see how new innovative practices will eliminate bed bug pressures for your customers because when it comes to bed bugs, “control” is not enough!

About the Hotel

The Four-Diamond, award-winning Omni Interlocken Resort is nestled against the backdrop of the Rocky Mountains. With its stunning panoramic views of the mountains or valley, unmatched luxuries and the essence of snow-capped mountain tranquility, the Omni Interlocken Resort is sure to sweep you off your feet. For reservations, call (303) 438-6600 and indicate that you are attending the NPMA event to receive the negotiated rate of \$119 per night.

REGISTRATION FORM

National Bed Bug Forum

A Solutions Conference

January 5-7, 2011



Your name will appear exactly as indicated on this form, so please print or type all information. One registration per person and spouse. Photocopies are acceptable.

Name (First) _____ (Last) _____

Company _____

Address _____ City _____

State _____ Zip _____ Country _____

Phone _____ Fax _____

E-mail _____ Spouse/Guest Name _____

RATE CALCULATOR	Early Bird (through 12/10/10)	Regular (after 12/10/10)	Number of Registrants	Amount
NPMA Member Rate				
1 st Attendee	295	345		\$
2 nd or more Attendees	245	295	X _____	= \$
Non-Member Rate				
1 st Attendee	345	395		\$
2 nd or more Attendees	295	345	X _____	= \$
GRAND TOTAL				\$

METHOD OF PAYMENT

Check (Check # _____)

Visa

MasterCard

Card # _____

Expiration Date _____ Security Code _____

Signature _____

Refund Policy:

All cancellations and refund requests must be received in writing.

By December 4	100% refund
December 5-10	75% refund
December 11-17	50% refund
December 18-24	25% refund
After December 24	no refund
No-shows	no refund

After December 27, all registrations will be onsite. If your registration is received after December 27, it will not be processed until you arrive at the Forum.

Registration fees must accompany this form or registration will not be processed. All checks should be made payable to NPMA, and must be in U.S. dollars, drawn on a U.S. bank. If you fax this registration form, DO NOT MAIL A DUPLICATE COPY. Full registration fees include access to all educational sessions, exhibit hall, general sessions, and social functions associated with the convention. Fees do NOT include travel, hotel or optional tours.

THREE WAYS TO REGISTER

Mail: 10460 North Street
Fairfax, Virginia, 22030

Fax: (703) 352-3031

Online: www.npmapestworld.org

Recertification credits will be available.