

PestWorld 2009

October 26-29, 2009
The Venetian Palazzo Resort-Hotel-Casino
Las Vegas, Nevada

To register for PestWorld 2009, visit www.npmapestworld.org/events. For more information, contact NPMA at npma@pestworld.org.

Schedule-at-a-Glance and Educational Sessions

(Information as of 6/4/09 and subject to change.)

Sunday, October 25

8 a.m. – 6:30 p.m.

Registration & Bugstore

10 a.m. – 6:30 p.m.

International Hospitality Lounge

12 p.m. – 6:30 p.m.

Internet Café DuPont

Monday, October 26

7:30 a.m. – 6:30 p.m.

Registration, Bugstore & International Hospitality Lounge

7:30 a.m. – 6:30 p.m.

Internet Café DuPont

8 a.m. – 12 p.m.

QualityPro Board of Directors Meeting

9:30 a.m. – 12:30 p.m.

State Association Leadership Forum

Sponsored by

Dow AgroSciences

9:30 a.m. – 12:30 p.m.

PPMA Board of Directors Meeting

10:30 a.m. – 12 p.m.

Fumigation Division Meeting

10:30 a.m. – 12 p.m.

Residential Division Meeting

11 a.m. – 11:30 a.m.

Pre-Show Exhibitors Briefing

12 p.m. – 1:30 p.m.

GreenPro Advisory Group Meeting

12 p.m. – 1 p.m.

International Delegates Welcome & Orientation

1:30 p.m. – 2:30 p.m.

Opening Ceremony featuring the Rat Pack

Sponsored by

Bayer Environmental Science

2:30 p.m. – 6:30 p.m.

Exhibit Hall Grand Opening & Welcome Reception

Sponsored by

Bayer Environmental Science

6:30 p.m. – 8 p.m.

Wine & Cheese Open House for New NPMA Members and First Time PestWorld Attendees

Sponsored by

Bell Labs

6:30 p.m. – 8:30 p.m.

Leadership Development Group Networking Reception (by invitation)

Sponsored by

Dow AgroSciences

Tuesday, October 27

7 a.m. – 8:30 a.m.

Business Management Committee Meeting

7 a.m. – 8:30 a.m.

WDO Division Meeting

7 a.m. – 8:30 a.m.

Wildlife Division Meeting

7:30 a.m. – 5:30 p.m.

Registration, Bugstore & International Hospitality Lounge

7:30 a.m. – 5:30 p.m.

Internet Café DuPont

8:30 a.m. – 10 a.m.

Opening General Session featuring Chris Gardner

Sponsored by

Dow AgroSciences

9 a.m. – 5 p.m.

Spouse & Guest Hospitality Suite

10 a.m. – 10:15 a.m.

PestWorld Pep Rally & Refreshment Break

10:15 a.m. – 11:30 a.m.

New Product Showcase

11:30 a.m. – 2:30 p.m.

Exhibit Hall Open (lunch included)

11:30 a.m. – 2 p.m.

Spouse & Guest Luncheon featuring Elvis

12 p.m. – 1:30 p.m.

Pest Management Foundation Meeting

1 p.m. – 2:30 p.m.

Commercial Division Meeting

1 p.m. – 2:30 p.m.

PWIPM Council Meeting

1:15 p.m. – 4:15 p.m.

Government Affairs Committee Meeting

2:30 p.m. – 3:45 p.m.

Educational Sessions

2:30 p.m. – 5:15 p.m.

Thought Leader Intensive Educational Sessions

4 p.m. – 5:15 p.m.

Educational Sessions

5:30 p.m. – 7 p.m.

International Delegates Reception (by invitation)

Sponsored by

Univar USA, Inc.

5:30 p.m. – 7 p.m.

PWIPM Wine & Cheese Reception

Sponsored by

Ecolab Inc.

5:30 p.m. – 7 p.m.

PPMA Reception (by invitation)

6 p.m. – 7:30 p.m.

QualityPro Reception (by invitation)

Wednesday, October 28

7:30 a.m. – 5 p.m.

Registration, Bugstore & International Hospitality Lounge

7:30 a.m. – 5 p.m.

Internet Café DuPont

8:30 a.m. – 9:45 a.m.

General Session featuring keynote speaker Bob Pritchard

*Sponsored by
Professional Pest Management Alliance*

9 a.m. – 5 p.m.

Spouse & Guest Hospitality Suite

10 a.m. – 11:15 a.m.

Educational Sessions

11:30 a.m. – 12:45 p.m.

Educational Sessions

12:30 p.m. – 4:30 p.m.

Spouse & Guest Activity: Hoover Dam

12:45 p.m. – 1:30 p.m.

Lunch on Own

12:45 p.m. – 2 p.m.

Technical Committee Meeting

12:45 p.m. – 2 p.m.

Outdoor Residential Misting Systems Stakeholders Meeting

12:45 p.m. – 2 p.m.

Past Presidents Luncheon (by invitation)

12:45 p.m. – 2 p.m.

Leadership Development Group Council Meeting

12:45 p.m. – 2 p.m.

Minorities in Pest Management Council Meeting

1:30 p.m. – 2:45 p.m.

Educational Sessions

2 p.m. – 4 p.m.

Spouse & Guest Activity: Wine and Cheese Tasting at Pinot Brasserie

2:45 p.m. – 3 p.m.

Refreshment Break

3 p.m. – 5 p.m.

Thought Leader Educational Sessions

5 p.m. – 7:30 p.m.

Happy Hour in the Exhibit Hall

7:30 p.m. – 9 p.m.

Minorities in Pest Management Reception

9 p.m. – 11:30 p.m.

PestWorld Vegas Night

*Sponsored by
BASF*

Thursday, October 29

7:30 a.m. – 3 p.m.

Registration, Bug Store & International Hospitality Lounge

7:30 a.m. – 3 p.m.

Internet Café DuPont

8:30 a.m. – 10:30 a.m.

Thought Leader Educational Sessions

9 a.m. – 3 p.m.

Spouse & Guest Hospitality Suite

10:45 a.m. – 2:35 p.m.

Workshops: Intensive Educational Sessions

11:45 a.m. – 12:30 p.m.

Lunch on Own

12 p.m. – 5 p.m.

NPMA Board of Directors' Meeting

6 p.m. – 7 p.m.

Pest Presidents' Reception (by invitation)

7 p.m. – 9:30 p.m.

Optional Show: The Jersey Boys

7 p.m. – 10 p.m.

Pest Presidents & Board of Directors' Dinner (by invitation)

Sponsored by Weisburger Insurance Brokerage

9:30 p.m. – 11:30 p.m.

Optional Show: "O" by Cirque du Soleil

9:30 p.m. – 11:30 p.m.

Optional Show: The Beatles Love by Cirque due Soleil

PestWorld 2009 Session Descriptions and Speakers

Tuesday, October 27

2:30 p.m. - 3:45 p.m.

A Creative Approach to Stored Product Pest Management

Dr. Zia Siddiqi, Orkin Pest Control, Atlanta, Ga.

Stored product pests are some of the most challenging pests to manage since so many times these pests are found in very sensitive areas. The most important task prior to any control measures is a thorough survey of the site to see the type of pest, conditions which support the pest, and the level of infestation or potential infestation. This session will walk you through the process so that your stored

product pest management is consistent with the current thinking of major customers and their needs.

The Impact of Invasive Species On the Professional Pest Management Industry

Dr. Roger Gold, Texas A&M University, College Station, Texas

There will always be a need for the expertise provided by pest management professionals (PMPs) due to the fact that new insect pest species are constantly being introduced to new environments from the far reaches of the earth. This presentation will discuss four invasive species that have, and will have, consequences for PMPs. These species include fire ants, Africanized bees, Formosan termites and the Raspberry Crazy Ant. The history and spread of each species will be discussed along with the recommended control procedures, and expectations for the future.

“Environmentally Friendly” Pest Bird Solutions

Pete Markham, A-Mark Pest & Bird Management, Rockville, Ind.

At times there seems to be as many products claiming to be the answer to your bird issues as there are birds. This session will examine the various technologies available for bird management programs and will share field evaluation information as to efficacy. Knowing the value of these technologies will help you make optimum technical decisions which will generate more profit in today's sensitive environments.

Green Residential Construction: Saving Energy, but Is It Good for Pest Management?

Greg Baumann, NPMA, Fairfax, Va.; Steve Dwinell, Florida Department of Agriculture, Tallahassee, Fla.

The trendy term is green; however, this term is mostly used by the builders to describe renewable resources which are energy efficient. Some of the design characteristics of green building products can lead to pest management disasters. From green roofs to green materials and techniques, this session will give you the latest information on green building issues so that when your company is asked to provide a service, you understand the concepts and the technologies of green building.

What Fumigators Should Know about Emissions Control Technology Issues

John Sansone, Cardinal Professional Products, Anaheim, Calif.

As a member of the Methyl Bromide Technical Option Committee, John Sansone is a leading authority on fumigation issues, and is widely sought after for his knowledge and expertise by both fumigators and regulatory officials alike. During this session he will educate fumigators on the various emissions control technology issues that state lawmakers, regulatory officials throughout the United States and international environmental officials are considering and, most importantly, John will discuss the potential impact any such requirements could have on fumigators.

Garden Variety Regulatory Requirements for Nuisance Wildlife Work

Gene Harrington, NPMA, Fairfax, Va.; Scott Steckel, Varmint Guard, Columbus, Ohio

Just getting into or thinking about offering nuisance wildlife services? If so, this session is for you. The speakers will cover basic nuisance wildlife licensing and other regulatory requirements you need to be in compliance with before you set that first trap out.

Various Dispute Resolution Options Other than Street Warfare to Resolve Conflict with Your Customers

Cliff Slaten, Esq., Slaten & O'Connor, P.C., Montgomery, Ala.

In business, a dispute can arise at any time. Traditionally, disputes were handled in a court but things are different today. There are other options. This session will explore various dispute resolution options such as mediation, arbitration, litigation, mediation/arbitration, direct negotiation, and other options to resolve disputes with customers without bloodshed. Looking at the right dispute resolution vehicle will save stress, time, and money.

2:30 p.m. - 5:15 p.m.

Thought Leader: Sales Training in the Trenches - Empower Your Route Technicians & Termite Inspectors with Sales Skills for the New Economy

Warren Dewey, The Pest Sales Training Company, Phoenix, Ariz.

This sales training workshop is a "train-the-trainer" course designed to help fast track the sales training process so attendees can share it with their organization and boost outside sales numbers immediately. The pest management professional's largest sales force is their team in the field and this program will provide the tools for field technicians to immediately increase sales. What if every one of your technicians brought in one more sale per week? Do the math! In tough times, the companies that leverage their strength will succeed.

Thought Leader: Surviving Tough Times: Business Opportunities

Brad Bartlett, Interview Technologies, Inc., Bourne, Mass.

Your competitors want your customers. Your customers want your attention. Are you meeting their needs? Learn what the most successful companies do to make their customers a "hard target" for their competitors. Learn proven methods to build customer loyalty that you can implement right away in your own business.

4 p.m. - 5:15 p.m.

Urban Rodent Management: Progressive Approaches

Dr. Bobby Corrigan, RMC Pest Management Consulting, LLC, Richmond, Ind.

Attend this session to hear discussions and answers on progressive rodent control, including the following: What have we learned about effective rat and mouse management in and around urban environments and structures? What are the characteristics that define progressive rodent control for residential and commercial facilities? How is the green movement affecting rodent control services and our contracts? What challenges in rodent control are likely to confront pest professionals in the next decade?

International Food Safety & Green: The Future of Pest Management

Greg Baumann, NPMA, Fairfax, Va.; Bob Rosenberg, NPMA, Fairfax, Va.

Today's business climate is truly global and NPMA has developed programs that enable your company to compete in the global market. This session will cover a pest management food plant program and will also address the world of international green. Both are turnkey programs with certificates of completion as proof of compliance for your customers. Whether you are currently providing services in the global arena or interested in pursuing international opportunities, this session will provide you with the tools you need to know to move forward.

Practical Guide to Organic Pest Management

Jay Bruesch, Plunkett's Pest Control, Inc., Fridley, Minn.

Pest management professionals who are considering offering their services to organic food processing plants may be worried about how to comply with organic regulations. However, they will find that there isn't a large gap between our industry's well-established integrated pest management (IPM) practices and what the organic rules require. It's really more a matter of designing a written program that communicates our compliance with the rules, and then executing the program and keeping good records. In this session, we'll discuss the rules for doing pest management in organic facilities.

Moisture Control of Critical Areas

Dr. Craig DeWitt, RLC Engineering, Central, S.C.

For years, the fix for basements and crawlspaces regarding fungus and mold was to pump as much outside air as possible into a space. While there are advantages to that concept, a new philosophy backed by thorough research is to dehumidify these areas. Besides arresting fungus and mold, dehumidification also makes the spaces less hospitable for many pests. This session will look at the concept of dehumidification, the science behind the dew points, and discuss how companies are seeing real pest management value in this technology.

Business Survey Results and Analysis

Karie Keown, Presto-X, Omaha, Neb.

As the pest management industry continues to adapt, many companies in our industry are interested to see how their numbers compare with averages for organizations of all sizes and locations across the United States. In an effort to provide you with a valuable tool to better understand how you match up with the competition, the NPMA Business Development Committee designed a comprehensive business survey for pest management firms. The results and analysis of this survey will provide a baseline for how firms match up with the competition, and offer you insights on how to break through the glass ceiling and grow your business to that next level.

Getting Started with QualityPro and GreenPro

Andrew Architect, NPMA, Fairfax, Va.

QualityPro is the industry's leading credentialing program and GreenPro is the newest designation for companies that want a third-party designation in green services. Membership in both programs is available and achievable for NPMA members of all sizes across the United States and Canada. Learn what steps to take to become an official member company of these programs and help to raise the bar of professionalism for your company and our industry.

PWIPM--The Polished Professional: Understanding the Unwritten Rules of the Office

Jacqueline Whitmore, Protocol School of Palm Beach, Inc., Palm Beach, FL

During this session you will receive comprehensive training and consulting in business and social etiquette and protocol as well as personal development. If you are looking for ways to identify and avoid common etiquette pitfalls, gain the competitive advantage, polish your personal brand, and build a stronger rapport with clients and customers...America's foremost etiquette authority Jacqueline Whitmore will show you how.

Wednesday, October 28

10 a.m. - 11:15 a.m.

Those Other Wood Destroying Insects: Know Them, Find Them and Control Them

Dr. George Rambo, George Rambo Consulting Services, Seneca, S.C.

During service or inspections, technicians may run across damage from and evidence of wood destroying insects (WDI) other than termites. Technicians need to be trained to recognize these evidences. In today's demand for more environmentally responsible pest management, technicians will need to know more and make determinations on activity and provide treatment information to the customer. This session will discuss identification, where they are commonly found, what evidences can determine activity and control, and green alternatives for each.

Pest Management in Large Retail Operations: How Important is Documentation and Communication?

Dr. Ted Granovsky, Granovsky Associates, Inc., Bryan, Texas

Information from checklists, various forms, service records, photographs, site plans, building layouts, landscaping, openings, exterior lighting, light traps, and bait stations all must be summarized and effectively communicated to clients. This is challenging, but not impossible. The focus of this session will be how to consistently and effectively communicate with the customer.

Battling Bed Bugs: Pitfalls & Prudence

Dr. Michael F. Potter, University of Kentucky, Lexington, Ky.

The resurgence of the bed bug has elevated our status to the protectors of public health and wellbeing. While bed bug work can be profitable, it can leave companies vulnerable to litigation, fines, and other unforeseen issues. This presentation will examine ways that bed bug service can come back to bite you - from labeling to lawsuits - and provide tips for staying out of trouble.

Fear and Loathing in Las Vegas: Medical and Psychological Effects of Spiders

Rick Vetter, University of California, Riverside, Calif.

Spiders are a justifiably ignored group of arthropods. After all, they are not extremely common, live without colonies, and yet people fear spiders more than many real dangers in their lives. This fear is often just as likely to be psychological as it is medical. While it is not difficult to identify and control spiders, emotions of customers imply that spiders require immediate action. This session will step you through the technical side of the fear and loathing of spiders and what can be done to control these pests.

Hosted by Phi Chi Omega

Exempt Products: Do They Work? Should They Be Regulated?

Bill Baxter, TyraTech, Inc., Melbourne, Fla.; Derrick Lastinger, Georgia Department of Agriculture, Atlanta, Ga.; Dave Poling, Whitmire Micro-Gen Research Labs, Inc., St. Louis, Mo.; Bonnie Rabe, New Mexico Dept. of Agriculture, Las Cruces, N.M.

As pest management professionals (PMPs) look for more environmentally friendly pest management solutions, many of them have turned to "25(b)" products - minimum risk pesticides that are not registered by the U.S. Environmental Protection Agency. Some PMPs and state regulators have questions about the efficacy and toxicity of the products and question whether they should be exempt from registration. Hear from a leading panel of 25(b) manufacturers and state pesticide regulators.

Analyzing Customer and Associate Data

Fred Strickland, The Terminix International Co. LP, Memphis, Tenn.

“And the survey say’s” was a game show mantra that used the statistics of consumers to build questions for contestants to answer. It does not matter how big your company is, looking at the data in ways to improve your service to your customers can help grow your business. Customer data will also show how you can help your service associates improve their service success. This session will show you how to analyze Key Performance Indicators (KPI’s) in your business to grow your customer base and improve your company’s bottom line.

Evolving Federal Chemical Security Requirements for Fumigators

Dennis Deziel, U.S. Environmental Protection Agency Office of Pesticide Programs, Washington, D.C.

The U.S. law authorizing the federal chemical security requirements that went into effect January 2008 and captured fumigators using certain quantities of phosphine and aluminum and magnesium phosphide expires in early October 2009. Congress is now considering whether to simply reauthorize the law or make wholesale changes. Hear from one of the U.S. Department of Homeland Security's chemical security experts about how this debate will impact fumigators and others in the pest management industry.

Taking the Sting Out of a Slow Economy

Jack Lindsley, Sandler Training/The Sutton Partners, Tempe, Ariz.

Many companies are unfamiliar with creative ways to grow their business. In today’s economy, effective sales strategies are more critical than ever. Businesses need to adapt to the new reality of the marketplace, which results in buyers only willing to spend money on things that make sense. This session will introduce effective ways to identify new business opportunities that work in any economy.

Developing Your Crisis Communication Plan

Missy Henriksen, Professional Pest Management Alliance, Fairfax, Va.

Our industry is fortunate to have knowledgeable technicians, excellent products, and solid protocols for the work we do. With all this on our side, we seldom expect to have an operational crisis to interrupt our business. But what happens when a freak accident occurs and your company makes front-page headlines – and not in a way that you had hoped? It is essential that you anticipate potential situations that could occur within your business and be prepared for them. Attendees at this session will see examples of good and bad management of crisis communication, learn how to select company spokespeople, how to define audiences, and develop messaging to apply to your own business.

11:30 a.m. - 12:45 p.m.

Re-Thinking the Role of Soil Insecticides in Controlling Subterranean Termites

Dr. Mike Rust, University of California, Riverside, Calif.

The standard recommendations concerning the treatment of soils with insecticides to prevent or control subterranean termites are nearly 60 years old. The chemistries such as chlordane, heptachlor, and chlorpyrifos upon which those recommendations were based are no longer registered. Have the rules of the game changed? Do modern chemistries in termiticides such as Premise, Termidor, Phantom, or indoxacarb follow the old rules? Or is it time to re-think how we use these insecticides?

The Global Food Safety Initiative and the 2010 Food Standards

Greg Baumann, NPMA, Fairfax, Va.

Food safety has gone global and the Global Food Safety Initiative (GFSI) is setting the standard for food safety worldwide. While pest management is only one portion of this program, the GFSI is being embraced by large customers in North America and they will specify that this program will be mandatory in some companies. The GFSI also accepts the NPMA Pest Management Standards for Food Plants for the pest management program and the 2010 Standards will be unveiled during this session, providing detailed information as to changes from the 2009 Standards.

Pest Management Foundation Reports

Rick Cooper, Cooper Pest Solutions, Lawrenceville, N.J. (invited); Dr. Jules Silverman, North Carolina State University, Raleigh, N.C. (invited)

During this session you'll hear about the valuable, cutting-edge research being funded by the Pest Management Foundation, NPMA's research arm.

The Newest Fly Management Research

Dr. Phil Koehler, University of Florida, Gainesville, Fla.

This program will present some of the most current research on managing flies using baits and traps. Management techniques for both the large filth flies and the smaller gnats will be covered, including a new patented process from the University of Florida that works for house, bottle, blow, Phorid, and fruit flies. Learn about how these new techniques can be integrated into a program that eliminates flies from structures.

The Bed Bug Summit: Six Months Later

Lois Rossi, U.S. Environmental Protection Agency Registration Division, Washington, D.C. (invited); Kevin Sweeney, U.S. Environmental Protection Agency, Washington, D.C. (invited)

In April, the U.S. Environmental Protection Agency (EPA) convened a "National Bed Bug Summit." Several hundred people, representing a broad range of affected stakeholders, traveled to Washington, D.C. to participate in this two-day interactive session designed to develop government policy recommendations. The two key organizers of the Bed Bug Summit will discuss steps the government has taken since April to address the bed bug "crisis."

How PMPs Fit Into a LEED Certified Building

Darren Van Steenwyk, Clark Pest Control, Lodi, Calif.

Leadership in Energy Efficiency and Design (LEED) Certification from the U.S. Green Building Council is gaining momentum with property managers and owners in recent times. In order to understand how important the role of the pest management professional has in the facility of these elevated operational standards, we must know how the building is certified and what is required of the pest management contractor. This session will address the confusion surrounding the questions "What does a LEED pest management service look like?" and "What am I supposed to do as the service provider?"

The Emerging Regulatory Climate in Lawn Care

Speaker to be announced.

This distinguished panel of professionals will discuss the regulatory climate facing lawn care companies today. Some regulatory issues are positive and some of these issues will create challenges to the lawn care professional. This session will examine the hottest regulatory happenings and what professionals must know and do to help shape the outcome in a positive manner, including

local ordinances banning fertilizer and “cosmetic” pesticide applications. This is one session that you certainly cannot afford to miss.

Sales Strategies to Increase Business Now

Jack Lindsley, Sandler Training/The Sutton Partners, Tempe, Ariz.

Selling today requires a new approach that adapts to current market conditions. Learn how to focus on the many opportunities that the current market has to offer by breaking the traditional rules of selling to close more sales. This session will uncover new and cost effective ideas to energize your sales and your bottom line.

Risk Management in Challenging Times

Scott Bell, Weisburger Insurance Brokerage, White Plains, N.Y.; Gary Shapiro, Weisburger Insurance Brokerage, White Plains, N.Y.

While insurance prices are low at this time, we know that the insurance market is cyclical. So what does the economy hold for insurance rates and availability? This session will examine insurance, how pricing is determined, and what companies can do to ensure the best coverage at the fairest price. If you own or manage a business your bottom line is affected by insurance markets so this is one session that will give you valuable information to take home to increase your profitability.

1:30 p.m. - 2:45 p.m.

Termite Candid Camera Reveals the Secrets of Termites: Manage These Pests with Less Time and Effort

Dr. Brian T. Forschler, University of Georgia, Athens, Ga.

Video recordings of termite behavior reveal how termites dig tunnels and distribute food between individual colony members. The mechanics of these two simple acts explains how you can best use the management tools available to our industry to reduce costs and increase customer satisfaction in the new green landscape.

The Future is NOW: Rodent Management in Distribution Warehouses

Kim Kemp, Nestle Purina PetCare, St. Louis, Mo.

This session will examine the new research on retail facility rodent management and will reveal novel approaches to preventing and managing these pests.

IPM in Hospitals: Preserving Human Health, & Ensuring Pests DOA!

Doc Mitchell, Springer Pest Solutions, Olathe, Kan.

There are 5,810 registered hospitals in the United States that see over 32 million inpatients, 83 million outpatients, and 108 million emergency room patients per year (Source: Center for Disease Control and Prevention, 2002). We know also that hospitals are very sensitive accounts and extra special care must be taken to make sure that pest management is effective and productive. This session will examine the challenging area of pest management in hospitals with a focus on IPM tools and the special requirements of this huge market.

Critical Control Considerations: From Cockroaches to Ants

Dr. Gary Bennett, Purdue University, West Lafayette, Ind.; Dr. Kathy Heinsohn, NPMA, Fairfax, Va.

This session will discuss past lab research on German cockroaches and present lab research related to various control strategies, formulations, and active ingredients based on the behavior of the five most economically important pest ant species: Carpenter ants, Argentine ants, Pavement ants, Pharaoh ants, and

Odoriferous house ants. Using behavior of the pest to deliver the best suited control mechanism is being explored and integrated into an overall IPM approach. This will then optimize control strategies which is a key component of IPM.

Canines as an Inspection Tool: Is It Right for You?

Dr. Phil Koehler, University of Florida, Gainesville, Fla.; Pepe Peruyero, University of Florida, Gainesville, Fla.; Bill Whitstine, Florida Canine Academy, Safety Harbor, Fla.

There has been much talk about using canines to inspect for termites, bed bugs, or even mold, but is using a dog right for your business? This session will discuss the technology behind using canines, the technical side of this tool, and will discuss the key parts of training. In addition, University of Florida research findings on insect-detecting dogs and the dogs' abilities to differentiate bed bugs from other insects that may be found in structures will also be addressed.

IPM: From Technical to Politics

Dr. Faith Oi, University of Florida, Gainesville, Fla.

Why does green have so much traction with consumers, but integrated pest management (IPM) doesn't? Why does green make consumers feel good enough to take action, while IPM doesn't? Come and participate in the discussion happening at all levels of government on how to "do" and "market" green/IPM pest control. Have you heard of "community IPM?" See how legislation surrounding schools might spill over to community IPM. This is a green and sustainable time we live in. See if you can repackage what you have to be competitive with the technologies and methodologies available today.

Carpenter Ants: Advances in Management Strategies

Dr. Laurel Hansen, Spokane Falls Community College, Spokane, Wash.

Management strategies of Carpenter ants include identification of the species infesting a structure plus knowledge of the biology and behavior of the species. Major Carpenter ant species will be discussed including differences in biology that occur in different parts of the country. Other ant species that may be confused with Carpenter ants will be presented, particularly those causing structural damage. Tools in management will be presented and will include manipulation of the microenvironments that support the species and a range of new chemicals and formulations. Advances in chemical development and new formulations will be discussed including application techniques and seasonal variations.

Business Challenges Facing the Lawn Care Industry

Speaker to be announced.

There is no better way to obtain take home ideas than to hear from fellow lawn care companies in an interactive forum. This session will be facilitated by a panel of professionals and will address some of the business challenges and opportunities in the realm of lawn care. With today's economy totally different than just a year ago, lawn care companies must adapt to the new reality, but this also creates opportunity. This session will allow you to ask your most challenging questions for group discussion giving you the ability to solve your toughest problems in an energized and creative atmosphere.

Minorities in Pest Management Educational Session

Speaker to be announced.

Hosted by NPMA's Minorities in Pest Management, this session will focus on developing leadership skills and discussing relevant small business issues.

3 p.m. – 5 p.m.

Thought Leader: 15 Keys to Business Success

Bob Pritchard, Marketforce One, Woodland Hills, Calif.

For more than 30 years, international business consultant Bob Pritchard has helped some of the world's leading companies including The Coca-Cola Company, Citibank, Anheuser Busch, Mercedes Benz, Frito Lay and dozens more make critical and forward thinking changes in their corporate strategies. Now Pritchard, recipient of the coveted International Marketer of the Year award and countless other honors, will share his logical, pragmatic overview of the steps pest professionals need to be successful in this industry.

Thought Leader: Green Marketing and Positioning Your Brand

Jacquelyn Ottman, J. Ottman Consulting and author of "Green Marketing: Opportunity for Innovation," New York, N.Y.

Marketing your company as green can be a challenge for even the most seasoned professional. Whether your company provides a service or makes a product, you must learn how to extend your brand to deliver green messages.

Learn the rules of green marketing from the leading expert herself, including strategy essentials to good green marketing, positioning your company to build your brand, and differentiating yourself from the competition. This thought-provoking presentation will include case studies of products and services from both inside and outside the pest management industry.

Thursday, October 29

8:30 a.m. - 10:30 a.m.

Thought Leader: The Competitive Edge in Customer Care

Betsey Dockins, Scotts Lawn Service, Indianapolis, Ind.; Lance Holmes, Hilti North America, Tulsa, Okla.

It only matters what YOUR customers want. In order to keep the competitive edge in YOUR industry, you must determine what service levers move the dial on retention, drive loyalty, and which do not. Metrics must be established to benchmark success and target areas for improvement. Once a unified vision is established, you must engage, empower and energize everyone on your service delivery team to relentlessly pursue that goal. Success is tied to three core initiatives: Voice of the Customer (VOC), Customer Relationship Management (CRM), and Listening Posts - all of which can be successfully achieved in large sophisticated organizations, as well as start-ups with less than cutting-edge technology.

Thought Leader: Legendary Leadership in Challenging Times

Dr. Nate Booth, Nate Booth & Associates, Las Vegas, Nev.

Some groups are weakened or destroyed in tough times. Other groups accept the challenge and make the choices allowing them to vigorously bounce back. Legendary leaders are the ones who make the difference.

10:45 a.m. – 1 p.m.

GreenPro Management Training

Andy Architect, NPMA, Fairfax, Va.

As a component of the GreenPro certification program, a minimum of one manager must complete an approved GreenPro manager's training course within the first six months of completing the program. QualityPro companies that are

interested in meeting this requirement are also welcome to attend this session. This program will take GreenPro managers through a comprehensive look at program standards, as well as discuss effective customer communication and education techniques, new technology, product review, and marketing and business opportunities that will allow you to maximize your new designation. Industry experts, stakeholders, and certified GreenPro members will be on hand to teach this exciting program.

10:45 a.m. - 2:30 p.m.

The Importance of Pest Management in Public Health

Dr. Harold Harlan, Armed Forces Pest Management Board, Washington, D.C.; Dr. Glen Needham, The Ohio State University, Columbus, Ohio; Dr. Claudia Riegel, City of New Orleans Mosquito and Termite Control Board, New Orleans, La.; Lois Rossi, U.S. Environmental Protection Agency, Washington, D.C. (invited); Kevin Sweeney, U.S. Environmental Protection Agency, Washington, D.C. (invited)

This workshop will provide an in depth look at public health from recognized experts in their fields. First, the issue of public health pesticides will be presented by representatives of the U.S. Environmental Protection Agency. Following is a discussion on bed bugs that will examine the resurgence issue and what can be done. Mosquitoes and fleas will also be discussed, as these are two very important public health pests. This workshop will provide detailed and cutting-edge information all packaged into a mini-seminar format.

Now That You've Hired Employees . . .The Fun Has Just Begun! Human Resource Practices to Protect Your Business

Jean Seawright, Seawright & Associates, Inc., Winter Haven, Fla.

Jean Seawright will kick off this workshop with an overview of critical employment regulations that every owner must comply with - from unemployment compensation to workers' compensation, anti-discrimination laws, OSHA, IRS, FMLA, military leave laws, and ADA . . . you'll get the bottom line on how these regulations impact your employment decisions and your business. Then, it's on to compensation with an overview of industry compensation practices and the top five pay myths that create the most trouble for pest management professionals. Jean will conclude this session with a summary of the top ten things every owner must know about human resources.

Food Safety

Al St. Cyr, AIB International, Manhattan, Kan.

This workshop will focus on four major components of food safety: introduction to integrated pest management (IPM) for food plants, IPM AIB Consolidated Standards, facility assessments, and handling regulatory inspection in food plants. The first portion of this presentation will be the successful management of potential for pest issues as well as the recent changes in the AIB Consolidated Standards Inspection for Prerequisite and Food Safety. Following this discussion, attendees will walk through the process of IPM facility assessments and provide examples of issues and discussion on possible solutions, including the food plant responsibilities. Finally, attendees will take a look at the way the government agencies are approaching inspections of food plants including what are the current rules and what changes can be expected.

Harnessing the Power of the Internet to Grow Your Business

Lee Gientke, Orange Soda, American Fork, Utah

The Yellow Pages are dead. Consumers are turning to the Internet to find local service providers, but are you there? In this session, you will learn how people

use the Internet to find service providers and how businesses use the free and paid advertising opportunities that exist online to grow their businesses.