

Join your pest control industry colleagues for:

# WPCA Spring Training

Time to Improve Your Pest Control Business

February 16-17, 2016  
Kalahari Water Park and Resort  
Wisconsin Dells

1305 Kalahari Drive, Wisconsin Dells, WI 53965



Bring your family to the Kalahari for a spectacular winter retreat at one of America's finest destinations. Rooms and family suites are available at deep WPCA discounts. Room reservation deadline is January 29th.

**Register today, don't delay!**



There are many fine places to stay in Wisconsin Dells other than the Kalahari. For other lodging options, contact the Wisconsin Dells Visitor and Convention Bureau at 1-800-223-3557 or visit [www.wisdells.com](http://www.wisdells.com) and click on "Stay."



Sponsored by the Wisconsin Pest Control Association



Wisconsin Pest Control Association  
PO Box 534  
Fond du Lac, WI 54936

Wisconsin Pest Control Association

2016 Conference

# WPCA SPRING TRAINING

Spring Training For Midwest PMPs

Get your Illinois and Indiana  
CEUs here!

February 16-17, 2016

Kalahari Water Park and Resort

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Sponsored by the Wisconsin Pest Control Association  
Register Online at [www.wisconsinpest.com](http://www.wisconsinpest.com)

Approved for:  
9 Illinois CEUs and  
Indiana 1, 5A, 7A, and RT CCHs

# Attention Owners and Managers:

WPCA offers a special "Management Track" series to help grow your business. See the Tuesday agenda for details.

## Tuesday, February 16, 2016

**8:00 Registration for 7.1 Training**

**8:30 7.1 Certification Training**

**8:30 Master Tech Training**

*Note that 7.1 training requires a separate registration and is not included in your WPCA conference registration. For 7.1 registration call (608) 262-7588 or register online at <https://www.patstore.wisc.edu>.*

**9:30 Check In and Registration**

**10:00 Consulting, not Selling: Developing Relationship Management Skills to Help Create, Communicate, and Deliver Your Value Proposition**

Alex Milovic, PhD, Adjunct Assistant Professor, Marquette University College of Business

**11:00 Integrating Cloud Services and Mobile Technology into Your Pest Control Business**

Beau O'Hara, Anstar Products

**Noon Lunch (on your own)**

**12:30 Check In and Registration**

**1:00 Bed Bugs' Nutrition and Development: Challenges in Bed Bug Control**

Roberto M. Pereira, MS, PhD, Research Scientist, Department of Urban Entomology, University of Florida

**2:00 Concurrent 7.1 Testing and Master Tech Exams**

**2:00 What's Hot and What's Cold: Insect Trends of 2015 & Looking Ahead at 2016**

P.J. Liesch, UW Madison Insect Diagnostic Lab

**3:00 Break**

**3:15 Ant Biology and Control**

Roberto M. Pereira, MS, PhD, Research Scientist, Urban Entomology Laboratory, University of Florida

**4:15 Adjournment**

**4:30 WPCA Business Meeting and Elections**

**5 – 7:00 Reception**

## Wednesday, February 17, 2016

**7:30 Check In and Registration**

**8:00 WPCA President's Welcome**

Mike Werner, Pest Management Solutions

**8:10 Vendor Introductions**

**8:30 Pollinator Protection: The Wisconsin Approach**

Mike Murray, Pesticide Certification and Licensing Specialist, WDATCP

**9:30 IPM In Sensitive Accounts**

Arnold Ramsey, FMC Midwest Market Specialist

**10:00 Break**

**10:15 Spiders as Urban Pests**

Mark D. Sheperdigian, BCE, Rose Pest Solutions

**11:15 Field Identification and Treatment Tips for Common Stored Product Pests**

Jim Fredericks, PhD, BCE, Vice President, Technical and Regulatory Affairs, NPMA

**12:15 Lunch, Exhibits Open (last chance to visit exhibitors)**

**1:15 The PMP's Role in Pollinator Protection and Product Stewardship**

Jim Fredericks, PhD, BCE

**2:15 The Art and Science of Flying Insect Control**

Stuart Mitchell, PhD, BCE, MPH, Principal Technical Specialist, PestWest USA

**3:15 Break**

**3:30 Rodent Pest Management – An IPM Approach**

Sara Knilans, Midwest Technical Representative, Bell Laboratories

**4:15 Adjournment**

# About This Year's Speakers:

For complete speaker biographies, please visit: [www.wisconsinpest.com](http://www.wisconsinpest.com)



**Jim Fredericks, PhD, BCE, Vice President, NPMA**

Jim is the Vice President of Technical and Regulatory Affairs for the National Pest Management Association. Jim is responsible for all aspects of technical publications, services, education, and training, as well as providing strategic direction to NPMA's State and Federal regulatory efforts. Jim is a Board Certified Entomologist and holds a PhD in Entomology from the University of Delaware. Prior to joining NPMA, Jim was Technical Director for Home Paramount Pest Control, a large Pest management firm in serving the Mid-Atlantic, where he served for 11 years.



**Sara Knilans, Midwest Technical Representative, Bell Laboratories**

Sara, who holds a BS degree from the University of Wisconsin-Madison, has been with Bell Labs nearly a decade. Currently the Midwest Technical Representative, Sara covers 9 states in the upper Midwest. She has been responsible for training all new Bell Sales personnel, conducting Bell Plant tours, and was the Mole Product Coordinator for Talpirid. Sara has extensive rodent control experience, having consulted on hundreds of trouble account inspections and has shared her experiences at many pest control educational events.



**P.J. Liesch, UW Madison Insect Diagnostic Lab**

P.J. holds degrees in biological sciences (B.S., UW-Parkside) and entomology (M.S., UW-Madison), and has been managing the UW-Madison Insect Diagnostic Lab since March, 2014. PJ has been involved with insect-related research, outreach and Extension since 2005. He is a regular speaker for the Master Gardener program, the WI-First Detector Network, the WI-Pesticide Applicator Training program, and UW Farm and Industry Short Course programs. PJ is an avid insect collector and has an inordinate fondness for beetles.



**Alex Milovic, PhD, Adjunct Assistant Professor, Marquette University College of Business**

After spending over 8 years in various sales, marketing, and IT roles for Black and Decker, Weaver Partners, and Goldman Sachs, Alex is now teaching courses in sales, sales management, and consumer behavior. Additionally, he is developing a Sales Program in the Marketing Department which will combine leading-edge sales curriculum with practical hands-on experience. He holds a BS in Marketing from Towson University, a BS in Management Information Systems from UNC-Charlotte, an MBA in Marketing Strategy from DePaul University, and a PhD from the University of Wisconsin-Milwaukee.



**Stuart Mitchell, PhD, BCE, MPH, Principal Technical Specialist, PestWest USA**

Stuart is an observing physician, consulting clinical psychologist, and an entomologist board certified in medical, veterinary, urban, and industrial entomology. Currently, he serves as Principal Technical Specialist for PestWest USA, Technical Editor for Pest Management Professional Magazine, and as an expert witness for the Lipman Law Firm.



**Mike Murray, Pesticide Program Manager, WDATCP**

Mike manages programs for the certification and licensing of pesticide applicators and commercial businesses, and licensing of restricted-use pesticide dealers. Mike provides information and clarification on pesticide use policies and rules to the regulated community, the public and other agencies. He serves as an advisory board member for the Wisconsin Pest Control Association. Mike is also leading the creation of Wisconsin's first pollinator protection plan.



**Beau O'Hara, Anstar Products**

Beau O'Hara has a BS degree in Human-Computer Interaction and is expert in designing and implementing effective computer interfaces between systems and people. He has a substantial portfolio in web/software development and honed his skills working at Chicago-based companies like Gorilla Group and Harpo Studios. Beau's leap to pest control was a natural choice. He grew up in the pest control industry and is the son and grandson of pest control company owners and operators.



**Roberto M. Pereira, MS, PhD, Research Scientist, Urban Entomology Lab, University of Florida**

Roberto is an entomologist with a BS in Agriculture from the "Escola Superior de Agricultura Luiz de Queiroz" - University of São Paulo, Brazil, an MS from Cornell University, and a PhD from the University of Florida. In his role at the University of Florida, Roberto assists with research, education, and extension in several areas of urban entomology, including ants, cockroaches, termites, bed bugs, flies, mosquitoes, and other pests.



**Arnold Ramsey, FMC Midwest Market Specialist**

Arnold currently serves FMC Corporation in the position of Midwest Market Specialist. His career at FMC has also included 2.5 years as a formulations chemist, 4 years working in residue (analytical) environmental chemistry, and 4 years as a corporate technical representative. Prior to his employment with FMC Corporation, Arnold served as a US Marine and also worked as a pest management professional for the US Department of Defense.



**Mark D. Sheperdigian, BCE, Rose Pest Solutions**

Mark has been working in the urban pest management industry since April of 1983, after graduating from Michigan State University in 1982 with a BS degree in Entomology. During that time, he has held a variety of positions in service, sales, management and technical support. In January of 1987, he joined Rose Pest Solutions in Troy, Michigan where he currently serves as Vice President of Technical Services. He is a regular invited speaker to many conferences and training courses.

## Accommodations:

Request the WPCA block of rooms when making your reservation. Be sure to make your reservation by January 29, 2016 to receive the special reduced rate. Call (877) 525-2427.

## Registration Form

Yes, register me for Spring Training WPCA's Annual Spring Seminar

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Position/Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_

Please enclose this form, list of attendees and your check made payable to WPCA and mail to:

WPCA, PO Box 534, Fond du Lac, WI 54936

Seminar registration deadline is February 3, 2016. Deadline for room reservation is January 29, 2016 (877) 525-2427.

WPCA Members ..... \$125 each x \_\_\_\_ = \_\_\_\_\_  
 Non Members (In Advance)..... \$155 each x \_\_\_\_ = \_\_\_\_\_  
 Master Tech Exam (2/16/16) ..... \$65 each x \_\_\_\_ = \_\_\_\_\_  
 Grand Total..... \$ \_\_\_\_\_

### Approved for:

Approved for 9 Illinois CEUs and Indiana 1, 3A, 7A, and RT CCHs. WPCA Member Walk-in Registration \$145 each Non Member Walk-in Registration \$175 each

Certification Training and Testing call (608) 262-7588.

Register Online at [www.wisconsinpest.com](http://www.wisconsinpest.com)

**No Refunds**