

# GLOBAL BEDBUG SUMMIT

JANUARY  
7-9, 2015

SHERATON DENVER DOWNTOWN  
DENVER, COLORADO



PROGRAM & REGISTRATION INFORMATION



GLOBAL  
BEDBUG  
SUMMIT

PRESENTED BY



**NPMA**

National Pest Management Association

SPONSORED BY





# GLOBAL BEDBUG SUMMIT

JOIN US FOR THE GLOBAL BED BUG SUMMIT, AN ANNUAL EVENT DESIGNED TO PROVIDE YOU WITH THE INFORMATION YOU NEED FROM A LEGAL, TECHNICAL, BUSINESS, AND CUSTOMER-ORIENTED PERSPECTIVE SO THAT YOU CAN NOT ONLY ELIMINATE THE BED BUG PROBLEM, BUT ALSO CREATE AN ENVIRONMENT OF TRUST BETWEEN YOU AND YOUR CUSTOMER.

## THURSDAY, JAN. 8

**7:00 a.m. – 8:00 a.m.**  
**COFFEE & DOUGHNUTS  
IN EXPOCENTRAL**

**8:00 a.m. – 9:45 a.m.**  
**WELCOME AND GENERAL  
SESSION**

### **Bed Bugs By The Numbers: Market Research and Analysis**

*Gary Curl, Specialty Products  
Research*

Understanding the bed bug market is a critical need for pest management business owners regardless of size. In this informative session, learn about how the business of bed bugs has evolved over the last decade, and how regional differences in bed bug work can impact your bottom line.

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**9:45 a.m. – 11:00 a.m.**

### **Battling Bed Bugs with Diverse Strategies**

*Susan Jones, Ph.D., Ohio State  
University*

Professionals understand that there is no "one size fits all" solution to bed bug management. Current research at the Ohio State University is reviewing traditional as well as "outside the box" methods for bed bug control. Learn about what researchers are learning about bed bug behavior, impregnated mattress liners, over-the-counter products, detection devices and more in this must see session.

**11:00 a.m. – 12:30 p.m.**  
**LUNCH IN EXPOCENTRAL**

Mingle with friends while learning about new products, current techniques, and control solutions on a trade show floor that offers you access to all of the bed bug products out there!

**12:30 p.m. – 1:45 p.m.**

### **CONCURRENT EDUCATIONAL SESSIONS**

#### **Update on the United States Department of Agriculture Bed Bug Research Program**

*Mark Feldlaufer, Ph.D. (Invited),  
USDA, Agricultural Research  
Service*

The United States Department of Agriculture (USDA) has taken the lead in screening potential new active ingredients for bed bug control. In this session, we learn about prospective chemicals that are showing promise in the laboratory as direct contact insecticides, as well as new information on small-scale fumigations studies.

#### **Regional Differences in Bed Bug Service Models**

*Panel of PMP Experts: Andrew  
Feldstein, Assured Environments;  
Faye Golden, Cook's Pest Control*  
Bed bug infestation rates vary from one region of the United States to the next. In this session, find out how service models,

including protocols, marketing, training and business philosophies differ from one region to the next in this thought provoking and informative panel discussion.

#### **Getting Control When Client Cooperation is Less than Ideal**

*Rick Cooper, Rutgers University*  
The most common reason cited for bed bug control failure is lack of client cooperation. Whether clients are unable, or simply unwilling to do their part to gain control, pest management professionals are often faced with the unenviable task of finding ways to deal with bed bug management scenarios when the cards are stacked against them. Find out more about the science behind some innovative strategies for bed bug control when client cooperation is less than ideal.



**2:00 p.m. – 3:15 p.m.**  
**CONCURRENT EDUCATIONAL SESSIONS**

**University of Florida Research Update: Insecticide Repellency, Trap Surfaces and Bed Bug Feeding Intervals**

*Phil Koehler, Ph.D., Univ. of Florida*

What trap surfaces are easiest for bed bugs to climb? Will bed bugs avoid beds treated with insecticides? These and other questions will be addressed in this entertaining and informative session highlighting the scientific research into practical problems taking place at the University of Florida.

**How Do Bed Bugs Fit Into the Green Service Model?**

*Judy Black, Steritech;  
Adam Van Nest, Northwest Exterminating*

Green pest control is a major business opportunity for many firms around the globe. In this session, find out how green services fit into the labor-intensive process of managing bed bugs in commer-

cial and residential accounts with integrated pest management and green approaches.

**Bed Bugs on a Budget: Exploring Successful Business Models for Multifamily Housing Panel of PMP Experts**

The ability of bed bugs to remain undetected and their propensity for hitchhiking from place to place make apartment buildings and condominiums an ideal breeding ground for bed bug infestations. In this panel discussion, learn from experts in the field who have had success in multifamily housing environments and find out what you can do to succeed too.

**3:30 p.m. – 4:45 p.m.**  
**CONCURRENT EDUCATIONAL SESSIONS**

**Common and Tropical Bed Bugs: Similarities and Differences and What that Means for PMPs**

*Chow Yang Lee, Ph.D., Univ. of Malaysia*

Worldwide, the common bed bug (*Cimex lectularius*) and the tropical bed bug (*C. hemipterus*) are the two most important species encountered by pest management professionals. Which pest you are actually targeting? In areas that the species overlap, can hybridization occur? How does species impact the success of monitoring efforts? Find out the answers to these questions and more in this eye-opening session.

**Turning Pro Bono Bed Bug into Positive PR Opportunities**

*Jennifer Leggett, Lindsey Pest Services; Scott Steckel, Varmont Guard Environmental Services; Billy Tesh, Pest Management Systems*  
Sometimes, the clients who are most vulnerable to bug bed bug infestation are the same people who can least afford services to prevent or control them. That's when pest management firms are called upon to give back to the communities that they serve. In this panel discussion, learn

about the experiences of pest management firms who have experienced how pro bono work can result in unexpected benefits.

**The Challenges and Rewards of Bed Bug Control in Affordable Housing**

*Ron Harrison, Ph.D., Rollins; Abby Hugil, United States Department of Housing and Urban Development; Jeff White, Cooper Pest Control*  
Affordable housing units present unique challenges when it comes to bed bug management. In this informative session, learn how HUD is handling the bed bug problem as well as how innovative pest management firms are overcoming challenges and finding success in the affordable housing market.

**5:30 p.m. – 7:00 p.m.**  
**BEER TASTING IN EXPOCENTRAL**

Beer Tasting in EXPOCentral provides a great opportunity to see the best in bed bug products and services and features the famous



FREE reception, where you'll have the chance to mingle with industry experts, manufacturers, friends and colleagues while sampling a variety of interesting microbrews and local fare.

## 7:00 p.m. – 9:00 p.m. NIGHT OUT WITH THE EXPERTS

We invite you to join our Summit's leading speakers and bed bug experts for a casual night of questions and fun interaction. This will be a unique opportunity to relax with your peers and have some great conversations while you're at it.

## FRIDAY, JANUARY 9

### 7:00 a.m. – 8:00 a.m. CONTINENTAL BREAKFAST IN EXPOCENTRAL

### 8:00 a.m. – 9:15 a.m. GENERAL SESSION Landmark Lawsuits and Litigation: the Latest In Bed Bug Legal Activity

*Christian Hardigree, Kennesaw State University*  
In today's litigious society, pest management firms need to be aware of the legal perils of providing service for their clients. In the past year a \$2.45 million dollar class action settlement made headlines and more lawsuits are on the horizon.

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### 9:30 a.m. – 10:45 a.m. CONCURRENT EDUCATIONAL SESSIONS

#### New Insights into Bed Bug Feeding, Fecundity and Immunity — What it Means for PMPs

*Michael Siva-Jothy, Ph.D., University of Sheffield*  
Sometimes, the scientific research taking place at major universities may seem indecipherable to pest management professionals, but the lessons that are being learned can im-

part the way that PMPs approach bed bug services for years to come. This session will present an easy to understand translation of the cutting-edge research taking place in the United Kingdom and why it can impact you and your business today and in the future.

#### Natural Enemies of Bed Bugs: Pharaoh Ants as an Effective Predator and a Potential Control Agent?

*Grzesiek Buczkowski, Ph.D., Purdue University*  
Current control methods for bed bugs rely mostly on physical or chemical methods. The use of biological control agents in the form of natural enemies has not been explored. Recently, Purdue University has been performing laboratory tests and simulated field experiments to find out if pharaoh ants are effective predators of the different developmental stages bed bugs. In this session, learn about the surprising research findings and what lies ahead for bed bug biocontrol.

#### Developing a QA Program for Your Bed Bug Services

*Steve Good, Terminix International; Tom Jarzynka, Massey Services; Darren Van Steenwyk, Clark Pest Control*  
Maintaining the high level of quality service that your clients have come to expect from your firm can be difficult, especially as the demands for increased productivity and the meticulous nature of bed bug services intersect. In this session, learn about how industry-leading companies are employing quality assurance programs to ensure that the job is done right, each and every time.

### 11:00 a.m. – 12:15 p.m. CONCURRENT EDUCATIONAL SESSIONS

#### Stewardship: The Future of Insecticide Use in Bed Bug Services

*Jim Fredericks, Ph.D., National Pest Management Association; John Scott, Association of Structural Pest Control Regulatory Officials*  
In the last year, media reports have highlighted several high profile insecticide misuse cases involving bed bugs. Understanding the need for increased vigilance and high levels of professionalism in the pest management industry will be a hallmark of industry leaders in the future. In this session find out about stewardship and regulatory initiatives taking place across the United States.

#### Silver Linings Playbook – Research Update from the University of Kentucky

*Michael Potter, Ph.D., University of Kentucky*  
University of Kentucky entomologists have been scrutinizing bed bugs for more than a decade. While their findings have often been disconcerting, recent developments are more hopeful. A few might even cause you to reset your playbook for tackling the toughest bug on the planet.

### 12:15 p.m. – 1:30 p.m. LUNCH IN EXPOCENTRAL

Mingle with friends while learning about new products, current techniques, and control solutions on a trade show floor that offers you access to all of the bed bug products out there!

### 1:30 p.m. – 2:45 p.m. CONCURRENT EDUCATIONAL SESSIONS

#### Public Health and Mental Health Implications of Bed Bug Infestations

*Stéphane Perron, M.D., Montreal Public Health Department*  
Although bed bugs are not known to transmit disease through their bites, they remain a pest of significant public health importance. In this session, learn about the impact of bed bug infestations on the mental health of clients and how this impacts public health efforts in affected populations.

#### Bed Bug Research Update

*Dini Miller, Ph.D., Virginia Polytechnic Institute and State University*  
This highly informative session will provide you with the latest research about bed bug biology, behavior, and control coming out of Virginia Polytechnic Institute and State University, and what it means for you and your business. Come prepared to learn some valuable information, gathered from both lab and field work, that will help you better understand and solve bed bug infestations.

### 3:00 p.m. – 4:00 p.m. NO-HOLDS-BARRED BED BUG OPEN FORUM

#### Facilitated Discussion

This is your chance to speak out about the bed bug challenges that you are facing, ask the questions that keep you up at night and identify the pressing issues that PMPs are facing in the field. Don't miss this action-packed, no-holds-barred session that you'll never forget!

**SUMMIT  
SPONSORS**



## NIGHT WITH THE EXPERTS

We invite you to join our Summit's leading speakers and bed bug experts for a casual night of questions and fun interaction. This will be a unique opportunity to relax with your peers and have some great conversations while you're at it.



## OPTIONAL SKI TRIP

Join us January 9-11 for a post-event ski trip at the Park Hyatt Beaver Creek Resort. An additional fee of \$195 per person is required for this trip, which includes transportation to the event and a welcome reception. To make hotel reservations, call 1-888-421-1442 by December 4 and mention NPMA to receive the discounted rate of \$199 per night. Rate valid three days prior to and after meeting dates.

## EXPOCENTRAL

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## HOTEL INFO

**SHERATON DENVER  
DOWNTOWN  
DENVER, COLORADO**

For hotel reservations, please call 888-627-8405 or reserve online by December 13 to receive the discounted rate of \$135 per night. After December 13, rooms and the group rate are subject to availability.

## QUESTIONS?

Please do not hesitate to contact Alexis Wirtz at NPMA if you have any questions or need additional information at 703-352-6762 or by e-mail [awirtz@pestworld.org](mailto:awirtz@pestworld.org).



## EXPOCENTRAL BEER TASTING

Beer Tasting in EXPOCentral provides a great opportunity to see the best in bed bug products and services and features the famous FREE Beer Tasting reception, where you'll have the chance to mingle with industry experts, manufacturers, friends and colleagues while sampling a variety of interesting microbrews and local fare.

**FREE!**





# REGISTRATION IN 3 EASY STEPS

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

## STEP 1: COMPANY INFORMATION

First Name \_\_\_\_\_ Last Name \_\_\_\_\_ First time attendee?  Yes  No  
Company \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_  
Country \_\_\_\_\_ E-mail \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_

## STEP 2: REGISTRATION TYPE

	THRU 12/6/14	AFTER 12/6/14	TOTAL
NPMA Member (1st attendee)	\$365	\$395	\$
NPMA Member (each additional attendee)	\$315 (2+)	\$345 (2+)	\$
Non-member (1st attendee)	\$395 (1st)	\$425 (1st)	\$
Non-member (each additional attendee)	\$345 (2+)	\$375 (2+)	\$
Optional Ski Trip (Registration rate does not include hotel)	\$195 per person		\$
<b>Total</b>			<b>\$</b>



## HOTEL RESERVATIONS

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## STEP 3: PAYMENT INFO.

- Check Enclosed (payable to NPMA)  
 Credit Card:  Visa  MasterCard

Cardholder Name \_\_\_\_\_ Exp. Date \_\_\_\_\_  
Card # \_\_\_\_\_ Sec. Code \_\_\_\_\_  
Authorized Signature \_\_\_\_\_

**CANCELLATION:** The official NPMA cancellation policy states that refunds will be made in full until 30 days prior to January 7. If you cancel within 30 days of January 7, your fees will be forfeited in full.



### 3 WAYS TO REGISTER



**Online:**  
[www.npmapestworld.org](http://www.npmapestworld.org)



**Fax NPMA:**  
(703) 352-3031



**Mail:** NPMA  
10460 North Street  
Fairfax, VA 22030