

Join your pest control industry colleagues for:

# WPCA Spring Training

Time to Improve Your Pest Control Business

February 10-11, 2015  
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 18th.

**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 "Places to Stay."



Sponsored by the Wisconsin Pest Control Association



Wisconsin Pest Control Association  
PO Box 366,  
Janesville, WI 53547-0366

Wisconsin Pest Control Association

2015 Conference

# WPCA SPRING TRAINING

Spring Training For Midwest PMPs

Get your Illinois, Indiana and Michigan CEUs here!

February 10-11, 2015

Kalahari Water Park and Resort

Wisconsin Dells



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

Approved for:  
10 Illinois CEUs  
7a, 7b, 12 and RT Indiana CCHs  
7a and 7b Michigan CEUs

# Attention Owners and Managers:

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

## Tuesday, February 10, 2015

### AM

- 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 Insect Plagues of 2014  
Phil Pellitteri, Distinguished Faculty Associate Emeritus, Department of Entomology, UW-Madison
- 11:00 Pest Control and Public Health: Partners for the Good of All  
Stanton E. Cope, PhD, Manager, Technical Services, Terminix International

### PM

- Noon Lunch (on your own)
- Noon Exhibit Hall Open
- 1:00 Pest Management Professionalism  
Chris Stelzig, Entomological Society of America
- 2:00 Concurrent 7.1 Testing and Master Tech Exams
- 2:15 Bed Bugs in Commercial Accounts  
Judy Black, Vice President of Technical Services, The Steritech Group
- 3:00 Break
- 3:15 Structural and Environmental Factors that Affect Pest Management  
Judy Black, The Steritech Group
- 4:15 Adjournment
- 4:30 WPCA Business Meeting and Elections
- 5 - 7:00 Reception

## Wednesday, February 11, 2015

### AM

- 7:30 Registration, Exhibits Open
- 8:00 WPCA President's Welcome  
Mike Werner, Pest Management Solutions
- 8:10 Vendor Introductions
- 8:30 Digging for Small Flies — And the Power of Customer Persuasion  
Tom Dobrinska, Training Director, Anderson Pest Solutions
- 9:30 Break
- 9:45 Cockroaches: We have the tools but they are still ahead of us. Why?  
Dini Miller, PhD, Professor, Urban Pest Management, Virginia Tech University

### PM

- Noon Lunch, Exhibits Open (last chance to visit exhibitors)
- 1:00 Termites and Carpenter Ants  
Paul Bello, Urban and Industrial Entomologist, PJB Pest Management Consulting
- 2:00 Solving Interesting and Tough Pest Problems  
Paul Bello, PJB Pest Management Consulting
- 3:00 Break
- 3:15 Advanced Rodent Control  
Ted Bruesch, Technical Support Manager, Liphatech, Inc.
- 4:15 Evaluations and Adjournment

# About This Year's Speakers:

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



**Paul J. Bello, Urban and Industrial Entomologist, PJB Pest Management Consulting**  
Having been a licensed pest management applicator since 1976, Paul has a unique combination of education and experience. He holds a BS degree in entomology from the University of Georgia and an MBA in accounting from Adelphi University. In October 2011 Paul published his first book, The Bed Bug Combat Manual, a practical guide to bed bug control. His areas of expertise include general pest management, ant control, bed bug control, rodent control, commercial pest management and termite control in commercial and residential settings. He has been called to advise on difficult pest situations at a variety of facilities and situations including zoos, theme parks, hospitals, food production plants, apartments, condominiums, distribution centers, warehouses, schools, dormitories, assisted living facilities, litigations and many others.



**Judy Black, Vice President of Technical Services, The Steritech Group**  
Judy received her MS in entomology and BS in agriculture, with an emphasis in environmental protection, from West Virginia University. She has worked in the pest management industry better than 25 years, as was specialist, supervisor and branch manager. A board-certified entomologist, Judy was the recipient of the PCT/Syngenta Professional Products Crown Award for Technical Excellence in 2007. In October 2011 she was recognized with the PCT/Syngenta Crown Leadership Award for contributions to the pest management industry. In October of 2012 she received the Woman of Excellence Award from the National Pest Management Association.



**Ted Bruesch, Technical Support Manager, Liphatech, Inc.**  
Ted has better than 30 years of professional rodent control experience, and previously served as Liphatech's midwest district sales manager. He began his career in the 1970s as a service technician for Wil-Kil, and was promoted to service supervisor, and later became director of technical support for Copesan Services, Inc. Ted joined Liphatech in 1996 as the company's midwest district sales manager, which provided him the opportunity to continue training, troubleshooting and selling. In addition to providing overall technical support, Ted's responsibilities include troubleshooting challenging accounts; developing and executing training presentations for customers, state associations and universities, and writing rodent control documents and articles.



**Stanton E. Cope, PhD, Manager, Technical Services, Terminix International**  
Stan received a BA degree in biology from Swarthmore College, a Masters in entomology from the University of Delaware, and a PhD in public health from UCLA. In 1988, he was commissioned as a lieutenant in the US Navy, where he served as a medical entomologist for more than 23 years, retiring with the rank of Captain. Most recently, Stan served as Director, Armed Forces Pest Management Board and Director, Defense Pest Management, in Washington, DC, where he had oversight of all aspects of pest management for the Department of Defense. He retired from the Navy in 2012 and joined Terminix as manager, technical services. Stan has authored or co-authored over 80 scientific, technical and non-technical publications and has delivered over 100 presentations at scientific meetings.



**Tom Dobrinska, Training Director, Anderson Pest Solutions**  
Tom has been active in structural pest control for nineteen years and is currently the technical training director with Anderson Pest Solutions. His industry experience includes 2 years as a pest control service technician, over 6 years as a district level service manager, and 2 years as a routing coordinator. Tom has helped write and administer company standards for pest control for all types of commercial and residential accounts. Tom conducts educational workshops for public health officials, building managers, and pest management professionals. He has written for PCT magazine as well as for local publications. Tom holds a B.S. in entomology from the University of Illinois. The Entomological Society of America recognizes Tom as a board certified entomologist (BCE) who has fulfilled qualifications for urban and industrial entomology.



**Dini Miller, PhD, Professor, Urban Pest Management, Virginia Tech University**  
Dini Miller is a Professor at the Virginia Tech University, and the Urban Pest Management Specialist for the state of Virginia. She is an internationally recognized expert in the area of urban pest management. Dini's extension program trains pest management professionals, public health officials, apartment and hotel managers, and homeowners to control indoor pests while reducing their pesticide exposure risk. Likewise, her research program focuses on the evaluation and enhancement of reduced toxicity methods for structural pest control. She received her undergraduate degree from UCLA in 1991 where she majored in Geography/Ecosystems. She completed her Masters (1994) and Ph.D. degrees at the University of Florida (1998) where she studied Urban Entomology, specifically German cockroach biology and aggregation behavior. Dini has won numerous awards for her work in urban entomology including the pest control industry's Crown Leadership Award, the Entomological Society of America's (Eastern Branch) Distinguished Achievement Award in Extension, and the Gamma Sigma Delta Award of Merit in Extension and most recently the 2012 Virginia Tech University Alumni Award for Excellence in Extension.



**Chris Stelzig, Entomological Society of America**  
After an 8-year career in the newspaper industry, Chris joined the Entomological Society of America (ESA) in 2000 as the manager of marketing and public relations. In 2003, he was promoted to the position of director of membership and marketing. He left ESA in 2009 to start Zignatures, Inc., a firm that focused on providing services to membership associations. During his time with Zignatures he continued to run many membership and certification processes for ESA as a contractor in addition to assisting other clients. In April 2012 Chris closed Zignatures and rejoined the ESA staff full time as the Director of Certification, a position that he still holds. He has authored several articles and presentations on data management and other subjects and travels frequently to speak on professionalism in the pest management industry.



**Phil Pellitteri, MS, UW Madison Insect Diagnostic Lab**  
Phil Pellitteri is a Distinguished Faculty Associate Emeritus with the Department of Entomology at the University of Wisconsin-Madison. Phil, who retired in early 2014, directed the Insect Diagnostic Lab since May of 1978. Phil earned BS and MS degrees in entomology from UW-Madison. At the Insect Diagnostic Lab, he handled up to 6,000 samples and requests for control information annually, with most of them in urban entomology, and in both ornamental and structural areas. Phil handled UW Extension Structural Entomology responsibilities for nearly 20 years, giving up to 60 talks yearly around Wisconsin, teaching entomology courses at UW-Madison, and being involved in state pesticide certification.

## Accommodations:

Request the WPCA block of rooms when making your reservation. Be sure to make your reservation by January 21, 2015 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 366, Janesville, WI 53547-0366

Seminar registration deadline is January 29, 2015.  
Deadline for room reservation is January 21, 2015 (877) 525-2427.

WPCA Members ..... \$125 each x \_\_\_\_\_ = \_\_\_\_\_  
Non Members (In Advance)..... \$155 each x \_\_\_\_\_ = \_\_\_\_\_  
Master Tech Exam (2/10/15) ..... \$50 each x \_\_\_\_\_ = \_\_\_\_\_  
Grand Total..... \$ \_\_\_\_\_

**Approved for:**  
10 Illinois CEUs  
7a, 7b, 12 and RT Indiana CCHs  
7a and 7b Michigan CEUs

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