

Virginia Pest Management Association State Technical Meeting



❖ September 25th & 26th, 2013 ❖
Sheraton Park South ❖ Richmond, VA

Need Answers? get'em at the State Technical Meeting

From business owners and managers, to sales staff to technicians, the STM provides information that will help everyone perform at peak levels, taking your business to new heights!

September 25th: Business Management Sessions

We make our livings in a changing industry. Keynoter Fred Strickland, will discuss change, how to teach change and how to recognize change. One of the most frequent problems that small business owners talk about, is losing control of their time. Business development strategist, Jim Roman will share his insight on minimizing distractions, and how to get back on track when distracted.

Roanoke attorney, Al McLean, will speak to the conference about a "bigger picture" business issue – that of Standard of Care – and the liabilities exposed when you don't meet the standards of your industry. Fred Strickland will take the podium again, and answer the question that rings out in every school in the country, "When will I ever use this type of math again?" Math is an integral part of our daily business and personal lives. We will learn the ways math can improve our business, and the important role it takes in communicating with our customers.

Nationally renowned speaker and author Dr. Jerry Teplitz will switch gears as he intrigues the audience with his presentation about using energy to increase your leadership power. The management day will wrap up with our friend to the North, Phil Cooper, and his ideas about building the commercial side of your business.

September 26th: Technical Pest Management Sessions

Prepare technicians, sales staff, administrators and managers alike for the changes ahead for our industry. VPMA is excited to welcome back to the State Technical Meeting, Dr. Jerome Goddard as the keynote speaker. His keynote address will speak to the necessity of pesticides in our modern society, and the catch-22 of working with a public wary of pesticides. Cockroaches remain a pest that pose significant health risks. Virginia's own Dr. Dini Miller will share the initial results of a study she conducted on the use of an IGR to improve long-term German Cockroach control.

Dr. Cisse Spragins will speak about large and small flies that prove to be a pervasive pest in commercial kitchens. A proactive approach to these pests will equip PMPs to solve this problem.

VPMA's three scholarship students will provide us with their research updates. Dr. Goddard will revisit us after lunch to discuss the health and medical effects of bed bugs with his lively and on point discussion. Liza Fleeson will discuss the very different roles that the Enforcement and the Compliance Programs play in regulating the pest management industry. Knowledge is power - you don't want to miss this candid discussion. Dr. Brian Forschler will wrap up our day by sharing new information about termites; their biology and control - will this latest information help you to eliminate "re-treats"?

Gold VPMA Education Sponsors



Silver VPMA Education Sponsors



VPMA State Technical Meeting Business Development Sessions ❖ September 25, 2013

7:45 – 8:25 a.m.

Registration, continental breakfast with Exhibits Open

8:25 – 9:00 a.m.

Welcome by President and Exhibitor Showcase

9:00 - 10:00 a.m.

What is the Hardest Thing to Teach an Associate?

Fred E. Strickland Jr., B.C.E., V.P. of Service and Technical, Terminix International

Our business has changed in so many ways but it also has remained the same. Technology, the internet and new chemistry have provided an opportunity to improve our service results... how do we explain that to a customer? Much less how do we teach change to a seasoned professional? Here are a few things we will discover: What are the current trends in our industry that will promote change in the way we do things? What am I doing today that I will not be able to do tomorrow? What do I need to do today that I did not realize I should be doing?

Break with Exhibits Open

10:25 – 11:20 a.m.

How to Turn a 12 Hr Day into an 8 Hr Day

Jim Roman, Director of Results, Business Owners Institute

Do you ever wonder why you can't get anything done? The average person gets 1 interruption every 8 minutes, or approximately 7 per hour, or 50-60 per day. The average interruption takes 5 minutes, totaling about 4 hours or 50% of the average work day. In this seminar you will learn how to minimize distractions; how to get more done in less time, how to get on track when side tracked, how to create a plan to get things done and how to yield more out of every hour.

11:20 – 12:15 p.m. Standards of Care and How to Avoid Getting Sued

Al McLean, Jr., Attorney, Law Office of George A. McLean, Jr.

An attorney discusses the liabilities exposed when you don't meet the standards of care of your industry. This session will talk about this and other things you need to know to avoid a day in court.

12:15 – 1:00 p.m. Hot Buffet Lunch

Exhibits Open After Lunch

1:30 - 2:25 p.m.

KPI's, Ounces, Pounds, Square Footage, LD50...How does Math play into the Pest Control Industry?

Fred E. Strickland Jr., B.C.E., V.P. of Service and Technical, Terminix International

I wonder how many people have made a statement like this... "I will never need this/that when I get out of school!" We could not perform our business, service an account or mix any product by reading the label without the knowledge of math skills. We will take a look at how important math is in our daily business, and then through the eyes of the customer. What are some of the ways I can use math to improve my business? When does math play an important role in my communication with the customer? How can I use math in protecting my business? Do I need to be an Einstein to survive in this business in the future?

2:30 – 3:25 p.m.

Increasing Your Leadership Power to New Levels of Excellence

Dr. Jerry Teplitz, President, Teplitz Enterprises, Inc.

Have you ever had a negative day as a leader? How did you feel at the end of it? Tired, drained... Now, have you ever had a positive day as a leader? How did you feel at

the end of it? Energized. Isn't there an increase in your productivity, effectiveness and bottom line on that positive day? You can have that outcome everyday! What would that do to your abilities and successes as a leader? In this highly interactive program, Amazon bestselling author and top rated speaker Dr. Jerry V. Teplitz will show you how to make every day that way through actual tools and techniques that will increase your energy level resulting in more effective leadership.

Break with Exhibits Open

4:05 - 5:00 p.m.

Building Commercial Business, The Art of Commercial Sales

Phil Cooper, CEO, Cooper Pest Solutions

Commercial sales can be strategic and measurable with activities and behaviors measured on a daily basis for each commercial business development representative. Phil will combine a number of sales theories he has been exposed to over the years with a twist of his own sales philosophies to deliver a powerful commercial sales model. You will learn the difference between touches and contacts, farming, cold calling through phone and electronic methods, differentiating your company and your sales reps, the art of the sale and closing. While this whirlwind commercial sales discussion will touch on each topic it will provide you with a foundation to use in your business and it will leave you wanting more.

5:30 - 9:00 p.m. Pest Fest and Annual Meeting; plus the VPMA Scholarship Jail & Bail.



You won't want to miss the BBQ and out of this world Jalapeno Mac-n-Cheese prepared by Mickey Lyles of AP&G Catchmaster. The 2013 election results will be announced and the 16th Annual VPMA Industry Stewardship Award recipient will be honored.

Exhibits Open during Pest Fest

Bail out the "Crooks" and help support Virginia Tech Entomology Research at the VPMA Scholarship Jail & Bail!

The VPMA Scholarship Fund proudly supports graduate research in the Virginia Tech Entomology Department. Members of the VPMA Board of Directors and friends of the Industry will volunteer to be "locked up" at Pest Fest on September 25; donations will be taken to buy their bail! Our "crooks" may contact friends and colleagues prior to Pest Fest to prearrange their bail. Guests can also pay to issue an arrest warrant for some other crook in the audience! Please make your donations out to VPMA, with "Scholarship Fund" in the memo line.



VPMA State Technical Meeting Technical Pest Management Sessions ❖ September 26, 2013

7:45 – 8:25 a.m.

Registration, continental breakfast with Exhibits Open

8:25 – 9:00 a.m.

Welcome by President and Exhibitor Showcase.

9:00 – 10:00 a.m.

The Necessity of Pesticides in Modern Society

Dr. Jerome Goddard, Ph.D., Associate Professor of Medical and Veterinary Entomology, Mississippi State University

Keynoter Dr. Jerome Goddard will explore the dichotomy of working in an industry that plays a key role in protecting human health against the affects insects can have; yet deals with a public that is wary of pesticides.

Break with Exhibits Open

10:25 – 11:20 a.m.

Can an IGR Improve Your Long-term German Cockroach Control in Low-sanitation Situations?

Dr. Dini Miller, Assoc. Prof., VT Dept. of Entomology

There are many excellent cockroach baits available. German cockroach populations are still at an all time high in low-income housing units because monthly or quarterly treatment rarely provides the amount of bait needed to control large populations during the summer months. Can an IGR bait (with residues left behind in cockroach feces) provide additional long-term control by treating cockroaches between PMP visits? This presentation will discuss the potential benefits of using an IGR based on the 3 month results of a field study.

11:20 – 12:15 p.m.

Flies, Scum and Money

Dr. Cisse Spragins, Founder/CEO, Rockwell Labs Ltd.

Flies large and small are among the most pervasive pests in commercial kitchens and other food environments. These pests are largely the result of sanitation issues and can present a major challenge for PMPs. They also present a revenue opportunity for PMPs who proceed in a proactive manner to partner with their customers to solve the problem.

Tried and tested methods for managing these persistent pests and creating value for the customer and the PMP will be presented.

12:15 – 1:00 p.m. Hot Buffet Lunch

1:30 – 1:45 p.m.

The Control Difficulties Associated with Bed Bug Eggs

Brittany Delong, VT Graduate Research Associate

This is an update on Brittany's research into what it is about the egg that makes it so difficult to kill, so we can figure out new strategies to target this hard life stage to conquer.

1:45 - 2:45 p.m.

Health and Medical Effects of Bed Bugs

Dr. Jerome Goddard, Ph.D., Ext. Prof. of Medical and Veterinary Entomology, MS State University

The new bug issue – bed bugs – is not really new anymore. You may feel like you know bed bugs, and that you've been working with them forever by now. It is important to recognize the significance that bed bugs play in our society today. This significance stems from their blood-sucking nature, their method of re-emergence and the different ways that they affect human health.

2:45 – 3:00 p.m.

Mechanisms of Reduced Cuticular Penetration-type of Insecticide Resistance in Bed Bugs

Reina Koganemaru, VT Graduate Research Associate

This is an update on Reina's research into why there is a reduced penetration of pesticides through the cuticle of Pyrethroid-resistant bed bugs.

Break

3:15 – 3:45 p.m.

In Accordance with the Act and Regulations...Enforcement & Field Operations and Compliance Programs

Liza Fleeson, Program Manager VDACS-OPS
OPS ensures that pesticides are applied in accordance with the Pesticide Control Act through the Enforcement and Compliance Programs. Although often thought of as one in the same, they are separate programs with very different roles. In this session we will explore what

Early Bird Discount
Register by Aug. 30 and take \$15 off any package.

happens when an inspection reveals a violation and results in a regulatory action and the "due process" you are entitled to under the law.

3:45 – 4:00 p.m.

The Impact of Bed Bug Education in Low-Income Multi-unit Facilities

Molly Stedfast, VT Graduate Research Associate

Bed bug infestations are an increasing problem in low-income, multi-unit facilities. The results of a survey that assesses resident knowledge, and their potential impacts, will be presented in this research update.

4:00- 5:00 p.m.

Termites Ain't What They Used to be: New Information on Their Biology and Control *Dr. Brian T. Forschler, Professor, University of Georgia*

It is important to understand subterranean termite biology to achieve consistent success in managing these cryptic pests. New info on termite biology will be discussed, like: how many queens does a termite colony contain, how fast do termite colonies grow, and the difference between the behavior of individual termites and the colony. New field research can help you decide on how to best position your business to get the most out of your termite management efforts. Can you eliminate "re-treats"?

Workshop Site & Accommodations

Sheraton Park South
9901 Midlothian Turnpike
Richmond, VA 23235
804/323-1144

We have negotiated the discounted group rate of \$90+ tax based on availability. Please make reservations by calling 800-525-9538 or 804/323-1144 and mention that you are with Virginia Pest Management Association to get the discounted rate. Call as early as possible, but no later than September 13th. Please note: this is a non-smoking facility.

Recertification Credits Applied For in: Virginia, DC, Delaware, Georgia, Kentucky, Maryland, North Carolina, Pennsylvania South Carolina, Tennessee, and West Virginia.

REGISTRATION FORM

Packages

State Technical Meeting Full Package - includes both days, **September 25 & 26, 2013**, of conference programming, 1 ticket to attend Pest Fest, exhibit hall passes, continental breakfast, breaks & lunch provided each day. Cost \$200/\$185 Early Bird.

Business Seminar Package - includes full day conference programming for **September 25th**, 1 ticket to attend Pest Fest, continental breakfast, breaks and lunch. Cost \$125/\$110 Early Bird.

Technical Seminar Package - includes full day conference programming for **September 26th**, continental breakfast, breaks and lunch provided. Cost \$95/\$80 Early Bird.

Pest Fest Ticket - includes 1 ticket to attend Pest Fest, including BBQ Dinner on the evening of September 25th. Cost \$40 (not eligible for Early Bird discount).

Early Bird Discount - \$15 discount applied to registrations received by Aug. 30 - only one discount can be used: early bird or multiple attendee.

Early Bird Discount
Register by Aug. 30 and take \$15
off any package.

Company Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Attendees

Registration Deadline is September 18th.

Registrant Name	1st Timer?	Check for Vegetarian Meal	STM Full Package \$200	Business Seminar Package \$125	Technical Seminar Package \$95	Pest Fest Ticket \$40	Total per Registrant (add row)
Total for all registrants							\$
Multiple attendee discount (see below) <i>or</i> early bird discount of \$15 off any package (Only one discount can be used.)							-
Total amount due							\$

Multiple Attendee Discounts:

The registration fees listed above are for the 1st and 2nd attendee. If 3 or 4 attendees from one company register for any package, take a 5% discount off the total registration fee. If 5 or more attendees from one company register, take a 10% discount. If 15 or more attendees from one company register, take a 20% discount.

Payment Information

Check (payable to VPMA) Enclosed OR Please Charge My: Visa Mastercard Discover

Credit Card # _____

Expiration Date: _____ CVC: _____ Amount: _____

Billing address (including zip): _____

Name on Card: _____ Signature: _____

Official cancellation policy: Full refunds will be given for cancellations made in writing one week prior to the event. After that date no refunds will be made. VPMA reserves the right to cancel any meeting for any reason. In the event any meeting is cancelled, refunds or vouchers to future meetings will be issued.

Mail or fax this form to VPMA: PO Box 7161, Fredericksburg, VA 22404
 Tel: 877/875-8722 Fax: 540-374-9221 Find updated information at VaStateTechMeeting.com

