

MAY 2-4, 2012
CROWNE PLAZA ANAHEIM RESORT
GARDEN GROVE, CALIFORNIA

BEDBUG FORUM

2012



presented by



PEST CONTROL
OPERATORS OF CALIFORNIA



**NATIONAL
PEST
MANAGEMENT
ASSOCIATION inc.®**

International

BEDBUG FORUM

Presented by the
National Pest Management Association
& Pest Control Operators of California

2012

A dark grey silhouette of a bed bug is positioned in the center, overlapping the '0' of the year '2012'. The background of the entire page is a close-up, soft-focus image of white, fluffy bedding.

THE BED BUG FORUM 2012, presented by the National Pest Management Association and the Pest Control Operators of California, is designed to offer a forward-thinking, strategy-driven experience for pest management professionals, offering the latest information from legal, technical, business, and customer-oriented perspectives. This conference moves beyond bed bug basics and focuses on solutions essential to properly managing your pest control business.

AT BED BUG FORUM 2012, YOU WILL:

- Learn about the most up to date research, information and treatment strategies
- Receive unparalleled insight into the latest research and strategies for bed bug control, legal protection, treatment, and much more
- Understand the challenges and opportunities that exist when entering the canine scent detection business
- Learn the do's and don'ts of heat treatment
- Interact with other attendees who share the same challenges you face
- Engage with over 30 leading vendors demonstrating the latest and most innovative bed bug products and services



WEDNESDAY, MAY 2

12:30 p.m. – 6:00 p.m.

Registration

2:00 p.m. – 3:30 p.m.

**Welcome & Opening General Session:
Bed Bug Research Update**

Dr. Vernard Lewis, University of California
Researchers are uncovering new information about bed bugs at a rapid pace. The latest cutting-edge research will be reviewed, revealing entomological insights that you need to build your business on a foundation of facts.

3:45 p.m. – 5:00 p.m.

The Science Behind How Bed Bug Populations Behave and What it Means for Your Treatment Strategies

Dr. Michael Siva-Jothy, University of Sheffield, Sheffield, United Kingdom
In this dynamic presentation, learn about bed bug research that is taking place in the United Kingdom that will impact how you think about bed bug behavior and biology. New insights into bed bug mating and population ecology will be revealed in a session that will help you better understand bed bugs and how to control them.

5:00 p.m. – 6:30 p.m.

Reception in the Marketplace

THURSDAY, MAY 3

7:30 a.m. – 6:00 p.m.

Registration

7:30 a.m. – 8:30 a.m.

Continental Breakfast in Marketplace

8:30 a.m. – 10:00 a.m.

General Session: Novel Bed Bug Detection and Control Technologies

Dr. Dini Miller, Virginia Polytechnic Institute and State University

Bed bug detection and control technologies are rapidly evolving. Learn about the science behind these new tools so that you are better prepared to make business decisions concerning which technologies are right for your company.

CONCURRENT SESSIONS

• 10:15 a.m. – 11:30 a.m.

The Role of USDA ARS in Bed Bugs Strategies

Mark Feldlaufer, United States Department of Agriculture ARS
The USDA Agricultural Research Service is actively researching novel insecticides for bed bug control. Learn about the cutting edge research being performed and how it could impact bed bug management strategies in the future.

SCHEDULE OF EVENTS



- **10:15 a.m. – 11:30 a.m.**
Canine Detection: Lessons Learned for Entering the Canine Scent Detection Business
Raleigh Jenkins, ABC Home & Commercial Services (invited); Mike Lawton, Western Exterminators; Mark Sheperdigian, Rose Pest Solutions
 The use of canine scent detection teams to pinpoint bed bug infestations is gaining in popularity nationwide. In this session, learn about the pitfalls and rewards from pest management professionals who have integrated canine services into their existing business model.

11:30 a.m. – 1:00 p.m.
Lunch in the Marketplace

CONCURRENT SESSIONS

- **1:00 p.m. – 2:15 p.m.**
Bed Bug Legalities & Liabilities—What’s in Store for the Future?
Christian Hardigree, University of Nevada
 Pest management professionals agree that the potential for liability regarding bed bug services is a real threat. In this session, learn what you need to know the current legalities and liabilities of bed bug services as well as what the legal trends that will shape the future of how bed bug services are delivered.

- **1:00 p.m. – 2:15 p.m.**
Canine Detection: How Human Behavior Influences Canine Inspection Outcomes
Dr. Lisa Lit, University of California-Davis
 New research into how handlers’ beliefs impact the way canines behave during a search has recently revealed insights into the art and science of canine scent detection. In this session, find out how handlers can unknowingly prompt canines to “false alert” and what you can do to avoid this unconscious pitfall.

CONCURRENT SESSIONS

- **2:30 p.m. – 3:45 p.m.**
Are Bed Bug Warranty and Insurance Programs Right for Your Business?
Mike Canizales, Sniff K9s; Stephen R. Good, Terminix International Co.; Kevin Pass, Action Pest Control
 Clients are concerned about how to protect themselves from the unpredictable costs that bed bugs have added to their pest control budgets. Additionally, PMPs know that the threat of re-infestation following a service complicates traditional “call back” warranties. Find out how industry leaders are developing creative solutions through warranty and insurance programs during this panel discussion.

- **2:30 p.m. – 3:45 p.m.**
Canine Detection: Canine First Aid
Tracy Darling, RVT, VTS
 Canine scent detection work requires that canine teams work in unique environments. What happens if your canine gets injured or sick in the field? Do you know what steps to take if something goes wrong while in the field? This session will provide insight into tips you need that could help you save the life of your canine.

CONCURRENT SESSIONS

- **4:00 p.m. – 5:30 p.m.**
Positioning Your Company for Success, Value Added Services and Converting One-Time Bed Bug Clients into Lifetime Customers
Michael Botha, Sandwich Isle Pest Solutions; Kevin Kordek, A-Active Termite and Pest Control Co.
 Bed bug services naturally tend to be one-time services, but industry veterans will tell you that the key to success in pest control is developing a reliable revenue stream from recurring services. Learn about the unique approaches that other companies are taking to offer customers more than just a “bed bug service”.

- **4:00 p.m. – 5:30 p.m.**
Canine Detection: The Importance of Quality Assurance and Ongoing Canine Training Programs
Eddie Connor, Connor’s Pest Protection; Sage Garvey, Burns Pest Elimination; Andrew Klein, Assured Environments
 Keeping canine scent detection teams sharp is an ongoing process that changes on a daily basis. In order to provide the highest level of accuracy and ensure that canine teams are performing at the highest possible level, teams need to be evaluated and trained on a regular basis. Learn about successful programs in this panel discussion featuring industry leaders in canine scent detection.

5:30 p.m. – 6:30 p.m.
Happy Hour in the Marketplace

FRIDAY, MAY 4

7:30 a.m. – 2:00 p.m.
Registration

8:00 a.m. – 9:00 a.m.
Continental Breakfast in the Marketplace

CONCURRENT SESSIONS

- **9:00 a.m. – 10:00 a.m.**
Developing Bed Bug Training Programs for Your Team
Jim Fredericks, National Pest Management Association; Dr. Ron Harrison, Orkin Pest Control; Keith Willingham, Western Exterminator Company
 The reemergence of bed bugs has forced companies to reevaluate and redesign how new information about this old pest is communicated to technicians in the 21st century. From the classroom to hands on training in the field, pest management firms are developing new ways to educate and train technicians about bed bugs and their control. Learn successful methods that your company can use to keep technicians “up to speed” in a rapidly changing bed bug environment.



- **9:00 – 10:00 a.m.**
Heat Treatments: The Thermodynamics of Controlling Bed Bugs
Tom Jarzynka, Massey Services, Inc.
Using heat for bed bug control is a complicated process that involves many factors to ensure success. Learn about basic heat principles and advanced techniques this session designed to provide information that is useful to heat treatment novices and veterans alike.

CONCURRENT SESSIONS

- **10:15 a.m. – 11:30 a.m.**
Developing Bed Bug Training for Your Customers
Jim Fredericks, National Pest Management Association; Jeffrey Lipman, Esq., Lipman Law Firm, P.C.; Mark Myers, Clark Pest Control
Bed bugs don't occur in a vacuum and the most successful bed bug management programs involve clients in the process both before and after treatment. Find out how to develop training programs for your customer that will increase your likelihood of success and limit your liability in the future.

- **10:15 a.m. – 11:30 a.m.**
Heat Treatments: How to Manage a Heat Treatment Team: Scheduling, Personnel and Other Considerations
Todd Leyse, Adam's Pest Control, Inc.; Darren Van Steenwyk, Clark Pest Control; Lee Whitmore, Beneficial Exterminating, Inc.
Heat treatment technicians are performing complex work under extreme conditions. In this must-see panel discussion find out what leading pest management firms are doing to ensure the safety of their technicians and maximize the productivity of their heat treatment teams.

11:30 a.m. – 12:45 p.m. Lunch in the Marketplace

CONCURRENT SESSIONS

- **12:45 p.m. – 2:00 p.m.**
Customer Preparations for Bed Bug Treatments: What is Really Needed?
Mark Sheperdigian, Rose Pest Solutions
There are wide ranging recommendations regarding how to best prepare for a bed bug treatment. Some pest management firms recommend extensive

preparations before the technician arrives, while others require little to no preparation at all. Find out about what level of preparation is really needed from leading experts in bed bug management during this insightful session.

- **12:45 p.m. – 2:00 p.m.**
Heat Treatments: Liability & Heat Treatments: What You Need to Know
Michael Botha, Sandwich Isle Pest Solutions; Jeffrey Lipman, Esq., Lipman Law Firm, P.C.; Bob Rosenberg, National Pest Management Association
Using heat to control bed bugs poses unique challenges from a legal and liability standpoint. During this panel discussion, learn about the first hand experiences of a pest management firm and legal expert that will help keep your bed bug heat team out of "hot water".

CROWNE PLAZA ANAHEIM RESORT

12021 Harbor Blvd., Garden Grove, CA 92840

For hotel reservations at the Crowne Plaza call 866-442-7375 by April 10, 2012 to receive the group rate of \$115 per night. After April 10, rooms at the group rate are subject to availability.

Please do not hesitate to contact NPMA if you have any questions or need additional information at 703-352-6762 or by e-mail npma@pestworld.org.



BED BUG FORUM 2012 REGISTRATION FORM

MAY 2-4, 2012 CROWNE PLAZA ANAHEIM RESORT GARDEN GROVE, CALIFORNIA

**LIMITED
SPACE
AVAILABLE**

3 WAYS TO REGISTER



Mail:
10460 North Street
Fairfax, VA 22030



Fax:
(703) 352-3031



Online:
www.npmapestworld.org

Your name will appear exactly as indicated on this form, so please print or type all information.
One registration per person and spouse. Photocopies are acceptable.

Name (first) _____ (last) _____

Company _____

Address (Must be a physical address – no P.O. Boxes please) _____

City _____ State _____ Zip Code _____

Country _____ Phone _____ Fax _____

E-mail _____ Spouse/Guest Name _____

RATE CALCULATOR	Early Bird Through 4/6/12	Regular After 4/6/12	Number of Attendees	Amount
1st Member Attendee	\$295	\$345		\$
Add'l. Member Attendee	\$245	\$295	X =	\$
1st Non-Member Attendee	\$345	\$395		\$
Add'l. Non-Member Attendee	\$295	\$345	X =	\$
GRAND TOTAL				\$

REGISTRATION FEES must accompany this form or registration will not be processed. All checks should be made payable to NPMA, and must be in U.S. dollars, drawn on a U.S. bank. If you fax this registration form, **DO NOT MAIL A DUPLICATE COPY**. Full registration fees include access to all educational sessions, exhibit hall, general sessions, and social functions associated with the convention. Fees do NOT include travel, hotel or optional tours.

METHOD OF PAYMENT

Check (check # _____) Visa MasterCard

Card # _____

Expiration Date _____ Security Code _____

Signature _____

REFUND POLICY:

All cancellations and refund requests must be received in writing.
 Before April 2 = 100% refund
 April 3-14 = 50% refund
 April 15-21 = 25% refund
 April 22-28 = 0% refund

After April 27, all registrations will be onsite. If your registration is received after April 27, it will not be processed until you arrive at the forum.