

WHAT'S HAPPENING AT PCOC EXPO 2012

A new format with **increased** value! CEU's applied for. Make sure you take advantage of our comprehensive program. Come and network in the Exhibit Hall and attend the breakout sessions.

WHO IS PCOC EXPO FOR?

Everyone connected to the pest control industry is welcome. This is the largest state pest control convention and tradeshow. Come and see the latest technology and network with the PCOC members, suppliers and manufacturers.

WHO EXHIBITS AT PCOC EXPO?

Affiliate members, suppliers and manufacturers.

ABOUT OUR KEYNOTE SPEAKER LLOYD SMIGEL

Lloyd Smigel has been in pest control for over 30 years, and was certified in Arizona and Texas and licensed in California for pest, termite and fumigation. He was a partner in a Tampa company where sales went from \$220K to over \$1M in six years, and at another company in Texas that went from \$800K to over \$1.5M in four years.

Since 1988, Lloyd has consulted for pest control companies across the U.S., he has taught many sales courses and has helped develop corporate strategies for many small private companies. He writes a column for Pest Control Management magazine, plus articles for 22 other magazines. His books include Basic Training for New Managers and Bug People to Business People

In 1998 Lloyd launched "Discovery Retreats," a program to share information and train managers to be more effective. Topics at retreats, set up throughout the year, include sales, hiring and interviewing, company strategy and more.

BREAKOUT SESSION SPEAKERS

Amber Carlson
Workers' Comp Specialist
Jenkins Insurance Group

Missy Henriksen
VP of Public Affairs,
NPMA Executive Director
PPMA

Bill Douglas
Interim Executive
Officer/Registrar
SPCB

Mike Rust
Professor of Entomology
University of California Riverside

Jeff Tucker
BCE
Entomology Associates, Inc.

WHAT TO DO IN SAN DIEGO

Welcome to "America's Finest City," San Diego, CA! With splendid year-round weather, beautiful beaches and parks and friendly people, San Diego's nickname fits this southern California city.

San Diego has something for everyone - world class dining, budget to luxury lodging, world famous zoos, city sightseeing tours, military history, harbor cruises, whale watching excursions, famous theme parks, beaches and a whole lot more. Trusted Tours and Attractions provides information, **special PCOC discount tickets** and tour packages to some of the most popular San Diego tours, attractions and things to do.

Go to
www.trustedtours.com
and save today!

**Old Town Trolley
Tour**

Harbor Tours

SeaWorld

**Baja Mexico
Coastal Tour**

Legoland

San Diego Zoo

**USS Midway
Dinner Cruises**



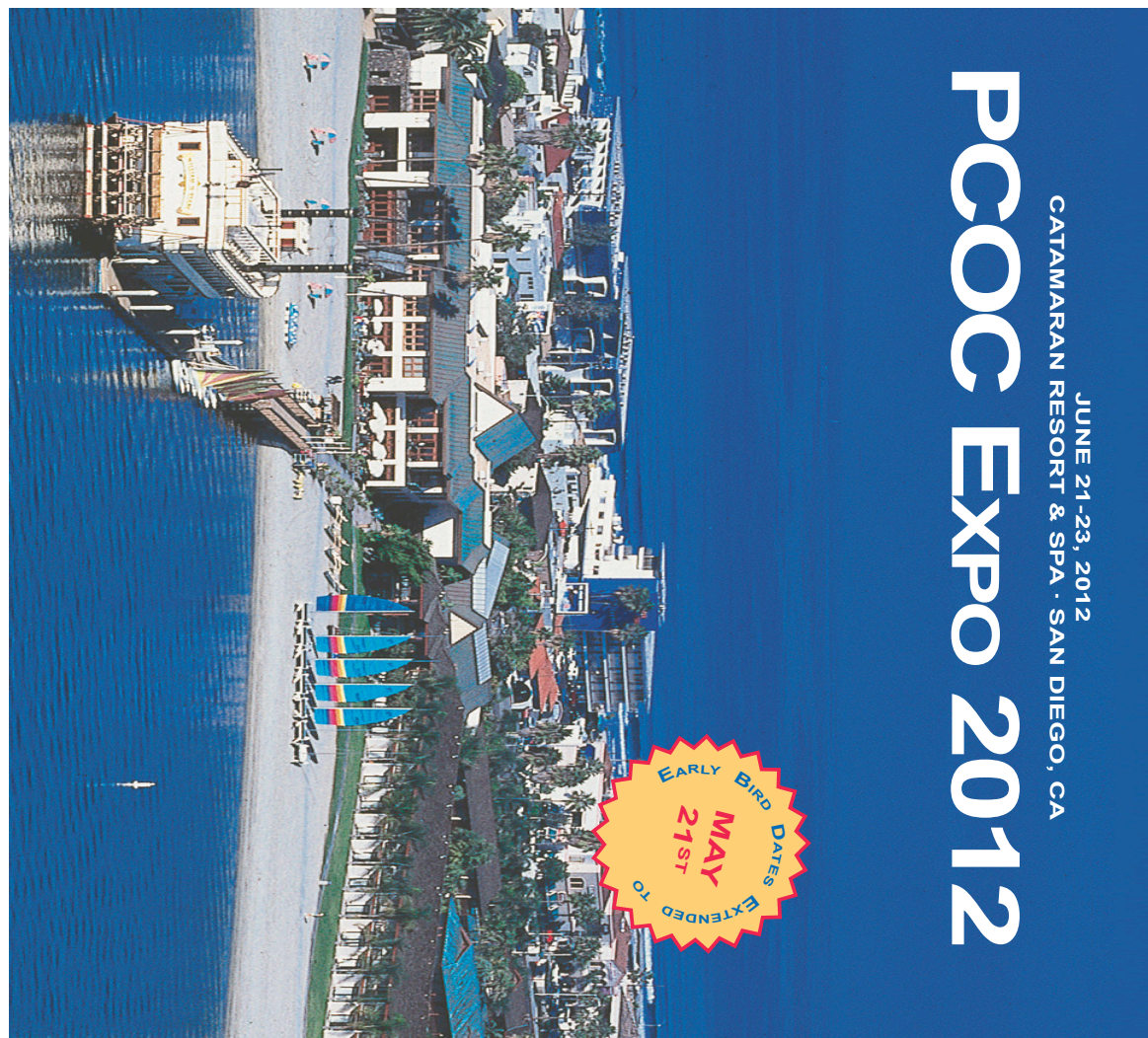
3031 Beacon Blvd.
West Sacramento, CA 95691

Name
Address
City, St Zip



PEST
CONTROL
OPERATORS OF
CALIFORNIA

CONVENTION • EXHIBIT • CONTINUING EDUCATION



PCOC EXPO 2012

JUNE 21-23, 2012
CATAMARAN RESORT & SPA · SAN DIEGO, CA



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PCOC Expo 2012 JUNE 21-23, 2012

ATTENDEE EXPO REGISTRATION

Print or type information as it will appear on your badge. If more than one registration is needed, please make copies. One registration form per person and guest. **Name badges are required for all convention events and will be checked by hotel security.**

Your Name: _____ Spouse or Guest: _____

Mailing address: _____

City: _____ State _____ Zip _____

Telephone: _____ Fax: _____

E-mail: _____

Company Name: _____

CONVENTION REGISTRATION FEES

	Prior to May 21st	After May 21st	Total
<input type="checkbox"/> PCOC Member	\$280	\$315	\$
<input type="checkbox"/> PCOC Spouse/Guest	\$195	\$230	\$
<input type="checkbox"/> Non-Member	\$380	\$415	\$
<input type="checkbox"/> Non-Member Spouse/Guest	\$270	\$305	\$

INDIVIDUAL TICKET PURCHASES

- Exhibit Hall (Thursday) _____ adults @ \$75/ea _____ ages 3-12 @ \$50/ea
- CE Classes & Exhibit Hall (Friday) _____ adults @ \$150/ea _____ ages 3-12 @ \$50/ea
- Additional Banquet Tickets (Saturday) _____ adults @ \$85/ea _____ ages 6-12 @ \$50/ea _____ 5 & under FREE

Registration materials and packets will be picked up during registration hours after you arrive in San Diego.

GOLF TOURNAMENT REGISTRATION

Saturday Golf at Riverwalk Golf Resort-Sponsored by San Diego District

- Golf \$145.00 a person Foursome \$520 Luncheon Only \$25

Name	Handicap
_____	_____
_____	_____
_____	_____
_____	_____

Total number of golfers (List and attach additional golfers or foursome on a separate sheet of paper.) _____

Grand Total For Registration: _____

PAYMENTS

Make checks payable to **PCOC**, or use your Visa, Mastercard, or American Express*. **No refunds after May 30th.**

Circle One: Visa MC AMEX **Card #:** _____ **Exp. Date:** _____ **V-Code:** _____

Name On Card (please print): _____

Credit Card Billing Address and Zip: _____

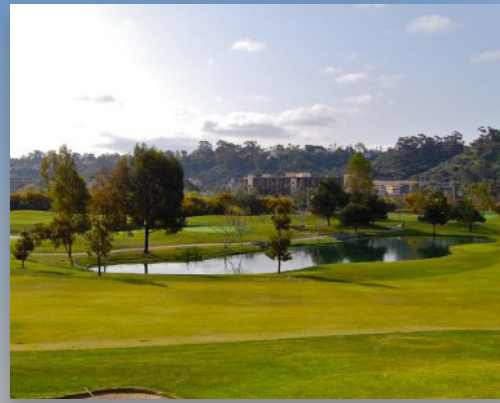
Mail payments to: PCOC Convention Registration, 3031 Beacon Blvd. West Sacramento, CA 95691

*Credit Card registrations can be faxed to PCOC at (916) 372-5437.

GOLF TOURNAMENT REGISTRATION

Riverwalk Golf Club

1150 Fashion Valley Road
San Diego, CA 92108



Where legends are made.

Steeped in a rich tradition of golf legends past, Riverwalk Golf Club offers a classic golfing experience like no other. Formerly known as the Stardust Country Club, the course entertained a myriad of golf's legends while hosting the PGA tour during the '50s and '60s. Now, golfers once again will be treated to the challenge and drama of the original course at the newly reborn Riverwalk.

What was once flat now features undulating fairways, waterfalls and well-protected bentgrass greens. Water comes into play on 13 of the 27 holes with a spectacular waterfall surrounding the green of the signature hole. The San Diego River is a prominent feature of the layout, contributing to the beauty and challenge of the course.

River is a prominent feature of the layout, contributing to the beauty and challenge of the course.

NEW FORMAT INCREASED VALUE

HOTEL REGISTRATION

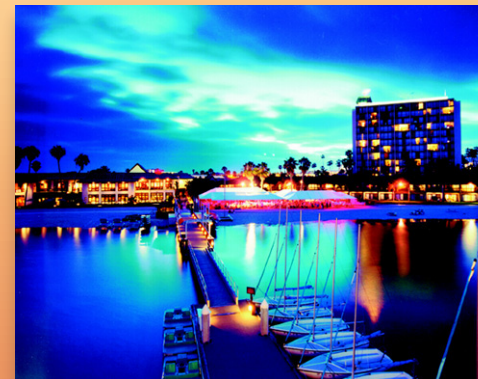
The Catamaran Resort & Spa

3999 Mission Boulevard
San Diego, CA 92109

Make your reservations today at <http://www.catamaranresort.com/> or call 800.422.8386. Rooms start at \$189.00 for their standard room with one king or two double beds (Deluxe Room). Be sure to mention you are with the PCOC Expo to get the special rates!

All reservations must be received by May 21, 2012. If reservations are cancelled within 72 hours of arrival, a refund will be given.

After May 21st, rooms may not be available. Any rooms that still may be available after May 21, 2012 could come at substantially higher rates. Register early. If you fail to register early, you may not be able to get a room, and PCOC staff will be powerless to assist you in obtaining a room.



SCHEDULE OF EVENTS

WEDNESDAY, JUNE 20

3 to 5PM Convention Registration Opens

THURSDAY, JUNE 21

8AM to Noon **Committee Meetings**

11AM to 7PM Convention Registration

1PM **Board of Directors Meeting & Annual Meeting**

5PM **Exhibit Hall Opens.** Reception begins at 5:30PM

7:30PM Exhibit Hall Closes

FRIDAY, JUNE 22

7:30AM to 4PM Convention Registration

8AM **Opening General Session & Keynote Speaker** (Lloyd Smigel)

10AM to 11:15AM **Breakout Sessions**

Bug People to Business People (Lloyd Smigel)

Keeping Workers' Comp Costs Down (Jenkins)

Media Training (Missy Henriksen, VP of Public Affairs, NPMA Executive Director, Professional Pest Management Alliance)

11:30AM **Lunch in the Exhibit Hall**

1:30PM Exhibit Hall Closes

1:30PM **Breakout Sessions**

Termites (Mike Rust, Professor of Entomology, University of California, Riverside)

Structural Pest Control Board Enforcement Policies (Bill Douglas, Interim Executive Officer/Registrar of the SPCB)

Bed Bug Control (Jeff Tucker, BCE, Entomology Associates, Inc.)

3PM to 4:15PM **Breakout Sessions**

Termites (Mike Rust, Professor of Entomology, University of California, Riverside)

Structural Pest Control Board Enforcement Policies (Bill Douglas, Interim Executive Officer/Registrar of the SPCB)

Bed Bug Control (Jeff Tucker, BCE, Entomology Associates, Inc.)

5:30PM **Silent Auction**

Sponsored by Target Specialty Products & Jenkins Insurance Group

SATURDAY, JUNE 23

8AM Golf tournament sponsored by San Diego District

6PM President's Reception

7PM **Installation Banquet**