

PestWorld 2015

October 20-23 Nashville, TN

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<p>300-15 Bed Bug - 6 Sessions: 02, 10, 18, 25, 33, 41</p> <p>301-15 Certification - 24 Sessions: 02, 03, 06, 10, 11, 12, 18, 19, 20, 25, 26, 27, 33, 35, 37, 41, 42, 43, 49, 53, 54</p> <p>302-15 General Pest Control - 26 Sessions: 02, 03, 06, 10, 11, 14, 18, 19, 25, 26, 33, 35, 36, 37, 40, 41, 42, 43, 46, 49, 53, 54</p> <p>303-15 Technical - 40 Sessions: 02, 03, 04, 05, 06, 10, 11, 12, 13, 14, 17, 18, 19, 20, 21, 25, 26, 27, 28, 29, 33, 34, 35, 36, 37, 40, 41, 42, 43, 44, 46, 49, 50, 53, 54, 57</p>	<p>304-15 Management - 23 Sessions: 05, 07, 08, 09, 14, 15, 17, 22, 23, 31, 34, 38, 39, 45, 48, 50, 52, 55, 57, 59</p> <p>305-15 Sales - 10 Sessions: 089, 16, 22, 30, 32, 38, 47, 51, 56, 58</p> <p>306-15 Thought Leader - 12 Sessions: 14, 15, 51, 52, 54, 56, 58, 59</p> <p>307-15 Fumigation & WDO - 5 Sessions: 04, 12, 20, 27, 29</p> <p>308-15 Lawn & Wildlife - 5 Sessions: 13, 21, 28, 36, 44</p>
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Prefer Recordings on Individual Audio CDs? See Inside.

<u>PestWorld TRACKS w/Available PowerPoint</u>	
On CD-ROM(s) via US Mail	
Select from Tracks below:	
BB - Bed Bug - 6 Sessions	\$ 108
CERT - Recertification - 24 Sessions Bonus! Includes All BB	\$ 396
GP - General Pest Control - 26 Sessions Bonus! Includes All BB	\$ 432
TECH - Technical - 40 Sessions Bonus! All BB, CERT, GP, FUME, LAWN, WDO, WILD	\$ 648
MGMT - Management - 23 Sessions	\$ 378
SALES - 10 Sessions	\$ 162
TL - Thought Leader - 12 Sessions	\$ 198
FUME & WDO - 5 Sessions	\$ 90
LAWN & WILD - 5 Sessions	\$ 90
CONFERENCE SPECIAL - Save 25%	\$899
ALL Tracks Above plus Thursday General Session	
AUDIO CDs - Select by Session:	
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Audio CD 16 for 14 Pack Includes 2 Free	\$ 252
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**Choose Individual Sessions on Single Audio CDs - See Below or
Multiple Sessions w/available PowerPoint on CD-ROMs - See Page 1**

Wednesday, October 21 / Workshops

API Code	Track & Session Title
02-01-15	BB-CERT-GP-TECH: Public Health & Mental Health Implications of Bed Bug Infestations ..Stephane Perron
03-01-15	CERT-GP-TECH: 21st Century Flea Control .. Nancy Hinkle
04-01-15	TECH-WDO: Wood, Beetles, and Buildings .. Mike Potter
05-01-15	MGMT-TECH: NPMA Public Policy Update .. Andrew Bray
06-01-15	CERT-GP-TECH: The Role of Comprehensive Pest Management Plans in Retail Facilities ..Pat Hottel
07-01-15	MGMT: Developing a Fleet Management Program to Protect Your Business ..Steven Bojan
08-01-15	MGMT-SALES: The 5 Most Common Social Media Mistakes (And Bonus: 5 Things You MUST be Doing on Social Media) ..Jess Phelan
09-01-15	MGMT: Getting the Most From Your Association - Understanding Your NPMA Member Benefits .. Janay Rickwalder
10-01-15	BB-CERT-GP-TECH: Uncovering the Secrets of Bed Bug Pheromones and Communication .. Gerhard Gries
11-01-15	CERT-GP-TECH: Pest Management in the Military, a Preventative Medicine Perspective (PestVets) .. James Butler
12-01-15	CERT-TECH-WDO: The Evolution of Termite Control ..Phil Koehler
13-01-15	TECH-WILD: Nuisance Wildlife Management in a Hypersensitive Climate ..Scott McNeeley
14-01-15	GP-MGMT-TECH-TL: FSMA, GFSI & Third Party Audits - What PMPs Need to Know! Parts 1 & 2 .. Judi Lazaro - 2 CDs
15-01-15	MGMT-TL: Nuances of Succession Planning for Family Businesses, Parts 1 & 2.. John Corrigan, Norm Cooper, Dan Gordon - 2 CDs
16-01-15	SALES: Digital Marketing - More Than Just Facebook ..Jeff Dunn, Jen McCauley
17-01-15	MGMT-TECH: Defining Green: A Tour of GreenPro Certified Protocols ..Allie Taisey
18-01-15	BB-CERT-GP-TECH: State of the Union: 2015 NPMA/ University of Kentucky Bed Bug Survey ..Mike Potter
19-01-15	CERT-GP-TECH: Taking Your Home Back from Brown Recluse Spiders ..Jeff Holper

Wednesday, October 21 / Workshops Continued

API Code	Track & Session Title
20-01-15	CERT-TECH-WDO: Pest Exclusion Using Physical Barriers - Part of the Sustainable Future for New & Existing Structures ..Roger Gold
21-01-15	TECH-WILD: Best Practices For Managing Bats in Structures ..Jason Reger
22-01-15	MGMT-SALES: Navigating Referral Websites and Reputation Management ..Donnie Shelton, Dennis Jenkins
23-01-15	MGMT: Training Nekked: Training Outside of the Classroom ..Heather Gordy, Scot Hodges, Shay Runion

Thursday, October 22 / General Session & Workshops

API Code	Track & Session Title
24-01-15	Thursday General Session Keynote: From Mt. Everest to the South Pole - How They Apply to Business and Beyond ..Alison Levine
25-01-15	BB-CERT-GP-TECH: Bed Bugs and Chagas Disease: Separating Science From Speculation .. Stan Cope
26-01-15	CERT-GP-TECH: Thinking Like an Entomologist - Tricks of the (Bug) Trade ..Eric Benson
27-01-15	CERT-TECH-WDO:Top Five Termite Control Tips for the Practical Technician ..Roger Gold
29-01-15	FUME-TECH: Structural Fumigation - Updates from EPA and California ..Travis Swope, Jose Gayoso
30-01-15	SALES: Diversification and Leveraging Your Customer Relationship With Your Technician to Sell Additional Services Without Making the Technician Sell ..Bob Williamson
31-01-15	MGMT: Identifying, Hiring and Retaining Top Talent .. Sandy Seay
32-01-15	SALES: The #1 Thing that Influences Homeowners' Buying Decision Is... Results of PPMA Focus Groups ..Gina Kent
33-01-15	BB-CERT-GP-TECH: Canine Scent Detection Services: Man's Best Friend? ..Mark Sheperdigian
34-01-15	MGMT-TECH: The Psychology of Being a Service Technician ..Kevin McCabe
35-01-15	CERT-GP-TECH: Pest Monitoring Counts, You Found Three Mice, Great! Now What? .. Chelle Hartzler

See Next Page for More Thursday and Friday Sessions

Individual Sessions on Single Audio CDs Continued

Thursday, October 23 / Workshops Continued		Friday, October 24 / Workshops	
API Code	Track & Session Title	API Code	Track & Session Title
36-01-15	GP-LAWN-TECH: Insect and Mite Pests of Ornamental Plants & Turfgrass - Identification and Control ..Frank Hale	49-01-15	CERT-GP-TECH: Identifying Ants in the Field and Why it Matters to PMPs ..Karen Vail
37-01-15	CERT-GP-TECH: Ticks as Disease Vectors - Understanding Biology to Impact Management Efforts.. Becky Trout Fryxell	50-01-15	MGMT-TECH: Developing a Respiratory Protection Program to Protect Your Employees and Your Company ..Linda Lane
38-01-15	MGMT-SALES: Leveraging Community Service to Maximize Your Public Relations Impact .. Sheri Spencer Bachman, Galvin Murphy Sr.	51-01-15	SALES-TL: Thought Leader: Mastering, Prospecting, Qualifying & Closing ..Duane Cashin
39-01-15	MGMT: Social Media in the Workplace ..Sandy Seay	52-01-15	MGMT-TL: Green Beans & Ice Cream: The Remarkable Power of Positive Reinforcement, Parts 1 & 2 ..Bill Sims – 2 CDs
40-01-15	GP-TECH: Don't Worry, Bee Happy - Navigating Risk Reduction & Public Perception Around Pollinators .. Steve Dwinell, Lisa Fleeson, Jim Fredricks	53-01-15	CERT-GP-TECH: Intern Showcase - Parts 1 & 3 / Two 25-30 Minute Sessions (per time slot) Delivered by the NPMA Interns - 2 CDs
41-01-15	BB-CERT-GP-TECH: Battling Bed Bugs with Diverse Strategies ..Susan Jones	54-01-15	CERT-GP-TECH-TL: Ant Management for the Practical PMP, Parts 1 & 2..Stoy Hedges – 2 CDs
42-01-15	CERT-GP-TECH: A Scientific Approach Towards Rodent Exclusion & Early New Rodent Detection .. Bobby Corrigan	55-01-15	MGMT: How to Protect Your Company Before the Lawsuit is Filed ..Cliff Slaten
43-01-15	CERT-GP-TECH: Kudzu Bugs, BMSB, and Seasonal Headaches ..Dan Suiter	56-01-15	SALES-TL: Price vs. Lifetime Cost ..Duane Cashin
44-01-15	LAWN-TECH: High Profile Horticulture in a Prominent Botanical Garden ..Sarah Lowe	57-01-15	MGMT-TECH: Developing a Comprehensive Workplace Safety Program for PMPs ..Susan Stubbs
45-01-15	MGMT: Background Screening: What You Don't Know CAN Hurt Your Organization ..Debra Keller	58-01-15	SALES-TL: Establishing a Culture that Inspires Self-Motivation, Accountability, and Quota Attainment .. Duane Cashin
46-01-15	GP-TECH: Remote Pest Monitoring: Catching Up to the Digital Age ..Jason Janet	59-01-15	MGMT-TL: Green Beans & Ice Cream: Rehearsing for a Fatality ..Bill Sims
47-01-15	SALES: Communicating Your Brand Through a Brand Positioning Statement ..Sara McKinney		
48-01-15	MGMT: Centralizing Recruiting and Implementation of an Applicant Tracking and Onboarding System .. Jenni Shook		

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 Missed a Conference??
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