CO-SPONSORED BY: Arkansas Pest Management Association; Kentucky Pest Management Association; Tennessee Pest Control Association; Greater Memphis Area Pest Control Association
We invite you to join us for the 2016 Southern Conference at the Hilton Memphis in Memphis, TN. The conference will feature a mixture of in-depth management sessions, interactive hands-on training, and technical courses featuring the latest research in the pest management industry…

The 2016 Southern Conference offers:
• More than 15 sessions where you can earn valuable recertification credits in up to 6 states
• A variety of educational tools needed to grow your business including technical training, management topics, and keynote sessions with industry experts
• Networking with over 200 pest management professionals from your region
• An exhibitor showcase which features more than 25 suppliers

HILTON MEMPHIS
MEMPHIS, TENNESSEE

The Hilton Memphis hotel is conveniently located in the heart of the East Memphis business district with easy access to Memphis’s most popular attractions.

To reserve your room at the Hilton Memphis, please call 901-684-6664 by January 15, and be sure to mention “National Pest Management” to receive the group rate of $129 per night. After January 15th rooms and rates are subject to change.
PROGRAM

SESSION KEY:  M = management track  T = technical track

MONDAY,
FEBRUARY 8
2:00 p.m. – 6:00 p.m.
Southern Conference Registration

TUESDAY,
FEBRUARY 9
7:00 a.m. – 5:00 p.m.
Southern Conference Registration

7:30 a.m. – 8:30 a.m.
Continental Breakfast and Exhibits

8:30 a.m. – 9:45 a.m.
T 6-Legged Invaders: Ants Indoors
Roger Gold, Texas A&M University, College Station, TX
Your clients have little patience for ants, especially when they have found their way inside. Dr. Gold will break down which ants are most likely to penetrate structures and offer practical advice on what to do once they have. Managing social insects is a difficult proposition that requires a lot of creativity and specialized knowledge on your part so don’t miss out on this opportunity to add valuable knowledge to your toolbox.

9:45 a.m. – 10:00 a.m.
Refreshment Break

10:00 a.m. – 11:00 a.m.
CONCURRENT SESSIONS

T Mosquito Biology and the Future of Backyard Control
Jim Fredericks, Ph.D., National Pest Management Association, Fairfax, VA
There are special concerns and considerations that you must address when approaching backyard mosquito treatments. This session will cover the latest advancements and knowledge about this unique avenue of pest management and explore how the regulatory landscape is shaping up for these treatments. Mosquito season will be here before you know it and you can’t afford to miss out on this great learning opportunity!

M Wait! Don’t Go! Customer Retention in the Digital Age
Kevin Burns, Arrow Exterminators, Atlanta, GA
The concept of enticing and gaining new customers attracts a lot of attention in management courses. However, it is also crucial to keep your current customers satisfied so they won’t stray at the first sign of a discount from a competitor. This knowing panel will share secrets they have learned over the years to keep their customers faithful and happy right where they are. Take advantage of years of real-world experience to find out what works, and more importantly, what doesn’t, when it comes to customer retention.
11:15 a.m. – 12:15 p.m.
CONCURRENT SESSIONS

**T** IPM In Sensitive Environments
Glen Ramsey, All Good Pest Control, Duluth, GA
There are unique considerations and customer concerns that shape your approach to pest management in retail facilities, schools, and other sensitive environments. This session will outline what you need to know and what works when operating within a tricky environment. Be sure to attend this informative session to learn the intricacies of successfully applying IPM to some of the peskiest pests in your most demanding accounts.

**M** Decoding and Understanding Social Media Platforms
Cindy Mannes, Professional Pest Management Association, Fairfax, VA
The digital landscape is changing at a rapid pace and what’s hot today might be yesterday’s fad tomorrow. Do you know how to connect with your current and potential clients via Facebook, Twitter, Instagram, and other social media venues? Each platform is unique and understanding the subtle differences between them will help you leverage their power and get results. This session will teach you how to excite and engage your target audiences.

12:15 p.m. – 1:30 p.m.
Luncheon & Exhibits

1:30 p.m. – 2:30 p.m.
CONCURRENT SESSIONS

**T** Termites: New Perspectives on an Old Pest
Roger Gold, Texas A&M University, College Station, TX
The body of literature surrounding termites continues to grow very quickly and many long-held ‘truths’ about termites have turned out not to be as true as once thought. Stay ahead of the curve and attend this highly informative session about the latest termite research and how it can positively influence your treatments.

**M** Hiring Practices: Finding and Keeping Talent
Erich Hardebeck, Permakil, Covington, KY (invited)
Your company’s performance is only as good as your team. In today’s increasingly competitive job market, finding and keeping top talent has become more and more difficult. In this must-see session, learn how to recruit, hire, retain star performers, and identify reliable pipelines of talent to keep your company running smoothly.
2:45 p.m. – 3:45 p.m.
**CONCURRENT SESSIONS**

**T** Addressing WDO Liability Concerns Head On  
Rick Skolnik, Terminix International, Memphis, TN  
Proper documentation and exacting protocols can literally save your company; are you confident that you are playing by the book and not leaving yourself vulnerable to lawsuits? Join a subject area expert and learn how to protect yourself and your company while continuing to provide excellent service to your clients.

**M** Million-Dollar Management Without a Big-Time Budget  
Chuck Tindol, Allgood Pest Solutions  
Management ideas are a dime-a-dozen but it’s not every day that you can join a business owner with experience on how to cultivate and grow a pest management company in the 21st century. Give yourself a leg up on the competition and take away some ideas you can put to use today.

3:45 p.m. – 4:00 p.m.  
Refreshment Break

4:00 p.m. – 5:00 p.m.  
**T** Battling Unusual Wildlife  
Sean Gilbert, Northwest Exterminating, Marietta, GA  
Just when you think you’ve seen it all you get called to take care of a rampaging hippopotamus. Well maybe that’s a stretch, but if there are instances when you’ve been faced with non-traditional wildlife pests and don’t have all the answers then this session is for you! Come for the thrilling stories of atypical vertebrate pests and leave with a better understanding and awareness of what may one day confront you on the job.

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**WEDNESDAY, FEBRUARY 10**

**TECHNICIAN’S DAY**

7:00 a.m. - 3:00 p.m.  
Southern Conference Registration

7:30 a.m. - 8:30 a.m.  
Continental Breakfast and Exhibits

8:30 a.m. - 9:30 a.m.  
**T** The State of Bed Bugs  
Faith Oi, Ph.D., University of Florida, Gainesville, FL  
PMPs are famous for incorporating a host of control options when confronted with a tricky infestation. This is especially true when bed bugs are the pest in question. Join one of the world’s leading researchers as she gives you tips and shares experiences detailing how to successfully use a variety of strategies to combat bed bugs. It isn’t enough to know what’s available, you also have to know when to use what you’ve got.

9:45 a.m. - 10:45 a.m.  
**T** The Ins and Outs of Rodent Management  
Stephen Gates, Cook’s Pest Control, Decatur, AL  
The intelligence, craftiness, and reproductive capacity of rodents makes them a persistent problem in nearly every environment. Learn how to decode rodent behavior and movement throughout structures and gain workable control strategies developed in the field. Make sure you attend this session and put yourself in a great situation the next time you get a rodent call.

10:45 a.m. - 11:00 a.m.  
Refreshment Break
11:00 a.m. – 12:00 p.m.  
**T** No Fly Zone  
M. Blake Layton, Ph.D., Mississippi State University, Starkville, MS  
Flies make up a very challenging group of pests and they seem to show up in the most unexpected places. This session will cover control strategies for the pest flies you frequently encounter and explore how their biology and behavior can be used against them. Be sure to attend this informative session that will teach you the intricacies of successfully applying IPM to some of the peskiest pests in your most demanding accounts.

12:00 p.m. – 1:30 p.m.  
Luncheon and Exhibits

1:30 p.m. – 2:30 p.m.  
**T** Buzz, Buzz, Sting!  
Faith Oi, Ph.D., University of Florida, Gainesville, FL  
Stinging insects present many unique problems to PMPs and homeowners alike. The difficulty in controlling social insects is compounded by the public health concerns posed by stinging insects. This session will cover the tips and techniques you need to know to successfully control stinging ants, bees, hornets, and wasps. There are many difficult questions that can arise when controlling stinging insects – attend this session and get them answered!

2:30 p.m. – 2:45 p.m.  
Refreshment Break

2:45 p.m. – 3:45 p.m.  
**T** In the Pantry and Beyond: Stored Product Pests  
John Hopkins, Ph.D., University of Arkansas, Fayetteville, AR  
The number of stored product pests vastly outnumbers all other structural pest groups. Take this opportunity to reacquaint yourself with the numerous beetles and handful of moths that can quickly drive you crazy. This session will cover what you need to know about stored product pests and offer some new tips and ideas on how to manage them.

4:00 p.m. – 5:00 p.m.  
**T** Tennessee and Mississippi Regulatory Update  
Jerry Seabolt, Tennessee Department of Agriculture, Nashville, TN  
Russell Kohler, Mississippi Department of Agricultural and Consumer Services, Mississippi State, MS  
In this session, representatives from the Mississippi and Tennessee Departments of Agriculture will provide an update on regulations and issues that you need to know in order to stay up to date and compliant. Don’t miss this valuable chance to hear what your regulators have to say, and ask them any questions you’ve been wondering about.
2016 SOUTHERN CONFERENCE
FEBRUARY 9-10, 2016 | HILTON MEMPHIS | MEMPHIS, TENNESSEE

Please print or type clearly. Please complete one form per person. Photocopy form for additional registrants or register online at www.npmapestworld.org.

Name_____________________________________________ Title ______________________________________

Company Name_______________________________________________________________________________

Address_______________________________________________________________________________________

City_____________________________________________________ State___________ Zip__________________

Phone_________________________________________ Fax___________________________________________

E-mail __________________________________________ _____________________________________________

REGISTRATION FEES

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Total Amount Due $___________

FULL REGISTRATION INCLUDES: Two days of conference programming, exhibit hall access, two lunches, two breakfasts and four refreshment breaks. REGISTER EARLY! Fees increase onsite.

CANCELLATION POLICY
Refunds will be made on the following schedule. All refund requests must be made in writing.

More than 31 days before the first day of the event............ 100% refund
Within 25-31 days before the first day of the event............ 75% refund
Within 18-24 days before the first day of the event............ 50% refund
Within 11-17 days before the first day of the event............ 25% refund
Within 10 or less days out................................................... No refund

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Exp. Date ____________ Sec. Code___________ Signature_____________________________________

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