



# PUBLIC HEALTH

## VECTOR CONTROL WORKSHOP

Presented by the National Pest Management Association

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**February 27, 2017 / Houston Marriott South at Hobby Airport / Houston, Texas**

In light of the recent concern about Zika and other mosquito-borne disease issues, NPMA is hosting a special one-day workshop in Texas to focus on public health pest control, with an emphasis on the structural pest management industry's role in controlling mosquitoes that transmit disease-causing pathogens. This dual track meeting features a lineup of industry experts, federal and state government officials and public health professionals to provide you with the information you need to effectively prepare for the season.

### PROGRAM OF EVENTS

**7:30 a.m. – 8:30 a.m.** Breakfast & Sponsor Showcase

**8:30 a.m. – 8:45 a.m.** Welcome & Introductions

**8:45 a.m. – 9:45 a.m.**

**Opening General Session: The Importance of Pest Control in Public Health**

Jerome Goddard, Ph.D., Mississippi State University, Mississippi State, MS

Public health experts have attributed the dramatic increase in life expectancy that Americans have enjoyed over the last century to three things: improved sanitation, medical practices and pest management. Find out how the work performed by pest management firms is impacting health and well-being of people across the country and around the world in this engaging session.

**9:45 a.m. – 10:45 a.m.**

**Interdepartmental Agency Update**

Arnold Layne, U.S. Environmental Protection Agency

Mike Kelly, Texas Department of Agriculture

Whitney Qualls, Ph.D., Texas Department of State Health Services

Coordinating the efforts of multiple agencies, private companies and individuals working to control the mosquitoes that transmit Zika is no easy task. Get the inside track on how governmental agencies are working together to maximize the impact of their efforts at the local, state and federal levels in this update.

**10:45 a.m. – 11:00 a.m.** Break

**11:00 a.m. – Noon**

**Vector Borne Disease: Looking Beyond Zika**

Jerome Goddard, Ph.D., Mississippi State University, Mississippi State, MS

Despite the fact that Zika has dominated coverage in the news media, a number of other vector borne illnesses are threatening the health of people across the United States. Find out which pests and diseases are a top concern in this eye-opening session covering current and future threats.

**Noon – 1:00 p.m.** Lunch & Sponsor Showcase

## 1:00 p.m. – 2:00 p.m. CONCURRENT EDUCATIONAL SESSIONS

### Technical Track: Mosquito Biology and Behavior

Joe Conlon, American Mosquito Control Association, Jacksonville, FL

Understanding the biology and behavior of the target pest is one of the most important steps in the control process. *Aedes* mosquitoes exhibit specific behaviors that make them especially well suited as vectors of disease-causing pathogens to humans. In this session, learn about the unique biology and behaviors of mosquitoes that will form the foundation for an effective control program.

### Business Track: Backyard Business Models – Getting Invested in Mosquito Control

Dennis Jenkins, ABC Home and Commercial Services, Dallas-Fort Worth, TX

Jackie Thornton, ACE, Alvin Pest Control, Houston, TX

Dauphin Ewart, Bug Master, Austin, TX

Mosquito management is a popular service that more and more pest management firms are offering to their clients to complement their existing service lineup. In this session, find out how other pest control companies have navigated scheduling, marketing, training and other challenges to successfully introduce mosquito management to their companies and clients.

## 2:00 p.m. – 3:00 p.m. CONCURRENT EDUCATIONAL SESSIONS

### Technical Track: Control Procedures for *Aedes* Mosquitoes

Michael Bentley, Ph.D., BCE, National Pest Management Association, Fairfax, VA

Because of their unique biology and behavior, the control techniques for *Aedes* mosquitoes differ from other mosquito species that are pests of public health. By integrating a comprehensive understanding of the science behind the service, pest management professionals can target mosquitoes in both the adult and immature stages through integrated pest management practices that deliver proven results.

### Business Track: Communicating a Compelling Public Health Message to Consumer

Amanda Polyak, Vault Communications, Plymouth Meeting, PA

The session will focus on all aspects of communication with your customers, including talking points you can use for mosquito control services in residential areas as well as a focus on Zika virus and what the consumer may or may not know. We'll also cover mosquito marketing messages for digital and traditional media that you can incorporate into your program or use as a jumping off point to build a program.

## 3:00 p.m. – 3:30 p.m. Break

## 3:30 p.m. – 4:30 p.m. CONCURRENT EDUCATIONAL SESSIONS

### Technical Track: Worker and Environmental Safety Considerations When Performing Mosquito Services

Michael Merchant, Ph.D., BCE, Texas A&M University, College Station, TX

The application sites and methods employed by pest management professionals to control public health pests can present unique challenges when it comes to protecting applicators and the environment. In this session, learn to identify potential safety pitfalls in order to better protect the health of technicians and the environment.

### Business Track: Protecting Your Business: Contracts, Insurance and Liability

Cliff Slaten, Slaten Law, PC, Montgomery, AL

Protecting your clients from public health pests is an extremely valuable service. Pest management firms should carefully consider the client's expectations regarding the service, and communicate clearly what is and what isn't included in the service. In this session, delivered by an industry veteran, learn how to protect your business, employees and clients from liability and legal pitfalls.

## 5:00 p.m. Adjourn

## HOTEL INFORMATION

### Houston Marriott South Hobby Airport

9100 Gulf Freeway

Houston, TX 77017

To make your hotel reservations, click [here](#) or call 713-943-7979 and mention the "NPMA Public Health Meeting" by February 5 to receive the discounted group rate of \$124/night. After February 5, room availability and rates are subject to change.