



PUBLIC HEALTH

VECTOR CONTROL WORKSHOP

Presented by the National Pest Management Association

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March 1, 2017 / Hilton Palm Beach Airport / West Palm Beach, Florida

In light of the recent concern about Zika and other mosquito-borne disease issues, NPMA is hosting a special one-day workshop in Florida 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

Claudia Riegel, Ph.D., BCE, City of New Orleans Termite, Mosquito and Rodent Control Board

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

Kelly Friend, Florida Department of Agriculture and Consumer Services

Carina Blackmore, Ph.D. (invited), Florida Department of Health

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

Claudia Riegel, Ph.D., BCE, City of New Orleans Termite, Mosquito and Rodent Control Board

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

Roxanne Connelly, Ph.D., BCE, University of Florida, Vero Beach, 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

John Cooksey, McCall Service, Jacksonville, FL

Paul Sugrue, ACE, Nozzle Nolen, West Palm Beach, FL

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

Jim Fredericks, 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

Patty Stofanak, 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

William Kern, Ph.D., BCE, University of Florida, Fort Lauderdale, FL

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

Hilton Palm Beach Airport West Palm Beach, FL

To make your hotel reservations, [click here](#) or call 561-684-9400 or 1-800-445-8667 and mention "National Pest Management Association" by February 7 to receive the discounted group rate of \$219/night. After February 7, room availability and rates are subject to change.