

2013 Eastern Conference

January 17-18, 2013—Bally's Atlantic City—Atlantic City, NJ

Session Descriptions & Speaker Biographical Sketches

Thursday, January 17

8:30a.m.-10:00a.m.

Session 1: Using Traps as Part of a Successful Mouse Management Program

Dr. Bobby Corrigan, RMC Pest Management

The advent of more restrictive rodenticide bait labels and increased regulatory scrutiny has made many firms search “outside of the bait station” for solutions to mouse infestations. The use of traps is an effective method for controlling mice, but the importance of understanding mouse behavior cannot be understated. In this session, learn from the nation’s leading rodent control expert and discover ways to make your mouse trapping programs more successful.

10:15a.m.-11:15a.m.

Concurrent Sessions

Session 2: Developing a Tick Control Program: What’s Working in the Field?

John Moore, Royal Pest Control; Ted St. Amand, Atlantic Pest Solutions

Awareness of the public health threat that ticks pose is at an all-time high resulting in increased levels of customer interests in tick management programs, especially in the Mid-Atlantic and Northeastern regions of the United States. During this panel you will learn about real-life tick management programs from pest management professionals who have integrated tick control into their firm’s service offerings.

Session 3: The Science Behind Stinging Insect IPM

Dr. Jody Gangloff-Kaufmann, Cornell University

Stinging insects, such as bees and wasps, are beneficial but also pose some risks to people and structures. The mild winter of 2010-2011 resulted in a banner year for many species. This workshop will address the difference among species, various risks they pose, and the science behind the best strategies to manage them. Topics will include hazardous yellowjacket and hornet colonies, honeybee swarms, and the ground nesting species that distress your customers.

11:30a.m.-12:30p.m.

Concurrent Sessions

Session 4: What PMPs Need to Know About Bed Bug Heat Treatments and Sprinkler Systems

Dr. Jim Fredericks, National Pest Management Association

Whole-room heat treatments have become increasingly popular as a control option for bed bugs. Sprinkler systems installed in hotels and residences must be protected during the heating process to ensure that fire suppression systems are not activated and the sprinkler heads are not damaged. In this session, find out the latest information about the science behind sprinklers and the challenges of performing heat treatments in rooms with fire suppression systems.

(Thursday, Jan. 17 Cont.)

Session 5: Route Management: The Methods Behind the Madness

Justin McCauley, McCauley Services

Learn how to use reports and technological resources to track efficiencies in your business! See how other companies integrate GPS tracking, routing software, and other reporting mechanisms to track trends, analyze your profit percentage each year!

2:00p.m.-3:00p.m.

Concurrent Sessions

Session 6: Developing Inspection-Based Bed Bug Service Programs

Ralph Citarella, Jr., Bayonne Exterminating; Mary Overline, Aardvark Pest Management; Ken Unger, Suburban Pest Control

When consumers discover a bed bug infestation in their home or business, population management will rarely suffice; instead total elimination is the goal. One of the challenges that many firms encounter regarding bed bug control is developing an effective ongoing service program for bed bugs instead of a short-term service agreement. In this panel discussion, find out how other pest inspection-based service programs that foster high levels of customer satisfaction and recurring bed bug revenue sources.

Session 7: Technician-Based Sales Programs: Creating and Implementing an Environment for Success

Patrick Quigley, Sales Training By Design

Not all technicians are naturally inclined to be salespeople. They tend to gravitate toward getting the work done first and often “forget” to make a sales offering. Changing the mindset that “sales” is a bad word is the first step in leveraging your workforce to increase sales revenue. This session will focus on proven techniques to increase leads, referrals and sales.

3:15p.m.-4:15p.m.

Concurrent Sessions

Session 7: Understanding Overwintering Pests

George Williams, Environmental Health Services

Overwintering pests like multicolored Asian lady beetles, brown marmorated stink bugs, cluster flies and boxelder bugs can be frustrating for customers and technicians alike. Understanding the biology and behavior of these pests is a key step in developing a management solution and effectively managing client expectations. In this session, the major overwintering pests will be discussed and control options considered.

Session 8: Developing a Comprehensive Marketing Plan

Pam Blauvelt, Griffin Pest Solutions

The goal of a good marketing strategy is to help companies connect with their customers. Developing a set process that creates a documented marketing plan will help focus your message and your budget. Whether you handle marketing in-house, or have a marketing firm, a marketing plan puts you in control. Find out how to develop a comprehensive marketing plan in this can't miss session.

4:30p.m.-5:30p.m.

Session 9: What the Future Holds for Bed Bugs in the United States

Gail Getty, Domus Institute

We have come a long way since the bed bug resurgence hit us expectantly and now we are all wondering where bed bugs will lead us. In this session we will take a look at bed bugs globally and in the U.S., including the role of social media in alerting the public to problems. Then, we'll get out our crystal ball and see if we can predict the future. Where we will be in five years?

Friday, January 18

8:30a.m.-9:30a.m.

Session 10: Termite Control in the 21st Century

Gail Getty, Domus Institute

Termites were all the talk a few years ago. Today, termite management is reflective of new innovations as well as some old ones that are still a good choice for the PMP. But, it is also reflective of our financial times. We will discuss what is new in termite research as well as some of the economic pressures affecting termite management.

9:45a.m.-10:45a.m.

Concurrent Sessions

Session 11: Flea Management: What's Old Is New Again!

Dr. Jim Fredericks, National Pest Management Association

Fifteen years ago, flea treatments were common, but the advent of the topical flea treatments and other over the counter and prescription products caused a slow but steady decline in the number of flea treatments performed by PMPs, resulting in a generation of technicians with little to no experience in flea biology and control. In this session, find out the essentials of flea biology, behavior and how these relate to effective control methods.

Session 12: Employee Handbooks: Friend or Foe?

Jean Seawright, CMC, Seawright and Associates

Without a doubt, an employee handbook is the most important employee document your business can have! But...outdated handbooks, policies that are punitive, conflicting messages, illegal phrases and statements, and boring manuals can cause more harm than good. If your handbook has not been updated in the past year, don't miss this informative management session, conducted by NPMA's human resources consultant, Jean Seawright. From social media use to medical leaves of absence, and bullying in the workplace; changes in state and federal employment regulations and HR best practices over the past year are substantial. You'll leave this session with practical tips, sample policies, and valuable advice to ensure your employee handbook is compliant, comprehensive, and useful for your business!

11:00a.m.-12:00p.m.

Concurrent Sessions

Session 13: Wood Destroying Beetle Identification and Control

Steve Jacobs, Penn State University

Most PMPs are familiar with power-post, ambrosia and old house borer beetles. However, there are many other beetles that can damage wood—and the majority of those do not require treatment. Learn how to identify wood-boring beetles, their damage, and how to manage them.

Session 14: How We Did It! Success Stories From Small, Medium and Large Size Companies

Ryan Bradbury, Viking Pest Control; Garry Milsom, Delsea Termite and Pest Control; Tom Walters, Western Pest Control

This panel discussion will feature the secrets behind the success of three different sized companies. No matter what the size of your firm, this is a session that guarantees to provide insight into ways to make your company even more successful.

(Friday, Jan. 18 Cont.)

Session 15: Consultative Sales: Close More Sales for Higher Profits (Interactive Workshop)

Lloyd Smigel, Care Management Consultants

In this workshop you will learn how to approach potential buyers and how to create an interest in your services. Review how to sell at higher prices and how IPM can help sell your services. Why buy from you? What makes you different? Overcome objections and learn the importance of listening to the customer and how to go into the close with ease.

1:30p.m.-2:30p.m.

Concurrent Sessions

Session 16: Common Eastern Spiders Found In and Around Structures

Steve Jacobs, Penn State University

Although there are very few spiders that can be considered medically important, the public is usually convinced that they have one of them. The peak period for spiders in homes occurs in the fall with the advent of cooler nights but some species can survive in structures year round. During this presentation, you will see some of the more commonly encountered Eastern spiders.

Session 17: Hiring and Firing in the 21st Century

Jean Seawright, CMC, Seawright and Associates

It's a new day for businesses in the HR arena! The risks associated with hiring and firing employees are greater than ever before... but, the rewards from getting it right are tremendous! In this session, Jean Seawright, NPMA's human resources consultant, will share practical tips and unique ideas for identifying talent in the 21st century, minimizing negligent hiring risks, conducting background investigations, and avoiding the danger zones associated with layoffs and terminations. There's no doubt about it—your hiring and firing practices can and will shape your company's success.

Session 18: Motivating, Maintaining and Tracking Sales People for Success (Interactive Workshop)

Lloyd Smigel, Care Management Consultants

Being a great "bug person" doesn't always equate into being a great sales manager. In this session, learn how to motivate, maintain and track your sales representatives to help them be more productive and successful in today's challenging business environment.

2:30p.m.-3:30p.m.

Session 19: Understanding How Pyrethroid and Rodenticide Label Changes Will Affect You: Panel Discussion with the Regulators

Ed Crow, Maryland Department of Agriculture; Dr. Roy Meyers, New Jersey Department of Environmental Protection; David Pyne, Delaware Department of Agriculture; David Scott, Pennsylvania Department of Agriculture

Recent label changes to second generation rodenticides and pyrethroid insecticides have raised many questions for applicators. In this panel discussion, find out how label language will be interpreted and how to stay in compliance with regulations.

Speaker Biographical Sketches

Pam Blauvelt

Pamela Blauvelt is the current Vice President of Operations for Griffin Pest Solutions, Inc. She got her undergraduate degree in Business Information Systems from Western Michigan University in 1997 and her Masters in Business Administration from the University of Michigan in 2008, with a thesis on call center technology.

Pamela began her career in pest management in 1991 and has held various positions in pmp operations ranging from customer dispatch to sales support to network engineer.

She serves as a representative for the pest management industry with the automotive telematics council, providing feedback on fleet optimization and future needs. Because of her strong technology background, Pam also serves in advisory positions on multiple steering committees within the pest management industry and its' supporting vendors.

Ms. Blauvelt's major contributions to the pest management industry are the integration of third party tools into daily operations, such as: handheld barcode scannings, robo-call appointment notification, turn-key lockbox payment processing, GIS-based route planning, and centralized call center dispatch.

Since the rise of the bed bug pandemic, Pam has taken a leading role in bringing consumers, educators, and pest management professionals together in forums like seminars and training events to foster improved teamwork and communication.

Ryan Bradbury

Ryan Bradbury grew up in a family pest control business and was able to see all sides of a growing company at a young age. While in high school, Ryan was able to get a taste of all of the positions Viking had available, including technician, sales and office work. From there Ryan attended Florida State University and graduated with a Bachelor of Science in Marketing.

Upon graduation, Ryan worked as a pharmaceutical sales representative for Schering Plough. Eventually moving on to work as an equity trader for Hold Brothers. Despite enjoyment and success in both of these professional arenas, Ryan knew he would eventually return home to Viking Termite & Pest Control, Inc. And in 2001, he did just that. Since then, Ryan has helped Viking continue to grow to become one of the nations premiere companies in pest management.

Ryan has served as the Chairman of the Leadership Development Committee for the NPMA. Currently, Ryan heads several committees for the NJPMA, and is a member of the Copesan Development Committee. Bradbury was recognized as one of the 'Top 40 Under 40' professionals by PCT Magazine in 2004 and Pest Management in 2008.

Ralph Citarella, Jr.

Bayonne Exterminating's Vice President, Ralph Citarella Jr graduated from The College of New Jersey in 2002. Shortly thereafter he returned to Bayonne Exterminating fulltime and expanded his study to include ongoing education courses and programs offered by Purdue University, Rutgers University Office of Continuing Professional Education and both the New Jersey Pest Management Association (NJPMA) and National Pest Management Associations (NPMA). In 2005 Ralph was recognized by the Entomological Society of America as an Associate Certified Entomologist. In January 2009 he became fully accredited as a Board Certified Entomologist

For the last few years Ralph has given presentations and sat on professional discussion panels for both NJPMA and NPMA. He was a speaker featured in NPMA's 2006 Pestworld. Other engagements include NPMA's Eastern Region Conferences and the Atlantic Pest Management Association in Nova Scotia, Canada.

Aside from the speaking engagements, Ralph is an active committee member for NJPMA. Currently he is the Director of Program and Education as well as the Internet Committee Chair and is a correspondent for NPMA's Commercial Division Committee.

Dr. Bobby Corrigan

Bobby Corrigan is currently a city scientist with New York City's Dept. of Health, working on the war on rats as well as remaining a consultant to the pest management and food industry. From 1981-1996, Bobby was a staff member of Purdue University's Department of Entomology where he worked as a teacher and staff specialist in the Center for Urban Pest Management.

Bobby holds his BS in urban entomology, and his MS and Ph.D in rodent pest management—all from Purdue, as well as 3 years field experience in running a pest control route. He has trained pest control companies, corporations, and various municipalities in over 44 states as well as in Europe, Asia, South America and Canada.

Dr. Corrigan is the author and co-author of three textbooks on pest management, and has also published over 150 technical articles for a variety of magazines. He has appeared in Time Magazine, has blogged for the NY Times, has been featured on the CBS Sunday Morning Show, the Discovery Channel, and has been interviewed by major newspapers and radio shows of national and international scope.

He is a member of the National Pest Management Association and Pi Chi Omega.

Ed Crow

Education:

The Pennsylvania State University, University Park, PA 16802

Bachelor of Science, Agriculture, 1980

The Pennsylvania State University, Mont Alto, PA 17237

Associate Degree, Forest Technology, 1978

Lewisburg Area High School, Lewisburg, PA 17837

Graduated: 1974

Work Experience:

Maryland Department of Agriculture

Pesticide Regulation Section

50 Harry S Truman Parkway

Annapolis, MD 21401

July 2004 - Present Entomologist Supervisor

June 1999 - June 2004 Entomologist IV

August 1991 - May 1999 Entomologist III

June 1990 - September 1991 Entomologist II

February 1989 - May 1990 Entomologist I

Maryland Department of Agriculture

Pesticide Regulation Section

December 1987 - January 1989 Agricultural Inspector III

December 1984 - November 1987 Agricultural Inspector II

December 1983 - November 1984 Agricultural Inspector I

October 1981 - November 1983 Agricultural Inspector Technician III

Maryland Department of Agriculture

Forest Pest Management Section

May 1981 - September 1981 Research Aide

Summers of 1979 and 1980

Dr. Jim Fredericks

Jim is the Director of Technical Services for the National Pest Management Association, Fairfax, VA; a 75 year-old association representing the structural pest management industry worldwide. In his position, Jim is responsible for all aspects of technical publications, services, education, and training as well as coordinating the functions of the Technical, Canine Insect Detection Division, Commercial, and Wood Destroying Organism committees.

Jim is a Board Certified Entomologist and holds a Ph.D. in Entomology from the University of Delaware, where his research focused on the factors influencing how subterranean termites interact with bait stations. Jim also holds a MS degree in Entomology from the University of Delaware and a BS degree in Biology Education from Millersville University of Pennsylvania.

Prior to joining NPMA, Jim was Technical Director for Home Paramount Pest Control, a large Pest management firm in serving the Mid-Atlantic, where he served for 11 years. While at Home Paramount, he was responsible for product selection, treatment protocol development, service quality assurance and technical training.

Dr. Jody Gangloff-Kaufmann

Jody Gangloff-Kaufmann is an entomologist and a Senior Extension Associate for the New York State Integrated Pest Management (IPM) Program at Cornell University and a Faculty Fellow in the Atkinson Center for a Sustainable Future. She earned her Ph.D. at Cornell University in the field of vegetable entomology, working with onion thrips in onions. She went on to specialize in IPM for urban and public health pests such as wasps, ants, ticks and bed bugs. Located on Long Island, she has worked closely with government and non-profit agencies in the City of New York, Long Island, Westchester and surrounding communities to advance the awareness about bed bugs and other urban pests. This work involves the development of protocols, guidelines and recommendations for the best treatment practices for urban pests. Dr. Gangloff-Kaufmann chaired the New York City Bed Bug Advisory Board and currently serves as an urban entomologist on the Nassau County Bed Bug Task Force.

Gail Getty

Over 15 years experience conducting scientific research on urban insect biology, ecology, chemical ecology and behavior. Research presentations include San Francisco Butterfly Discovery Museum; Peoples' Republic of China Forestry Delegation; Czech University of Agriculture in Prague at the International Conference On Urban Pests; Francis Ford Coppola film; National Conference on Urban Entomology; Structural Pest Research and Education Center, University of California, Berkeley; Dow AgroSciences; B&G Chemical Company; Target Specialty Products; ; UNIVAR; Bayer; American Cyanamid; Clorox; Nisus Corp; Whitmire MicroGen; VOPAK Specialty Products; Entomology Club of California; USDA-Forest Service, ThermaPure Heat Technology, National Pest Management Association.

SCIENTIFIC PUBLICATIONS

Numerous scientific publications, many as lead author on urban pest biology and control

CONSULTANT and EXPERT WITNESS

Law Firms in California regarding urban pests; bed bugs, construction defects and relationship to insect infestations. (see list below)

Museums: Montreal Insectarium; San Francisco Butterfly Discovery Park

Film Industry: Francis Ford Coppola, Robin Williams, etc.

Industry and Manufactures; Dow AgroSciences, Syngenta; Bayer; BASF, etc.

People's Republic of China Forestry and Pest Management Division

Television Appearances

MSNBC Nightly News with Brian Williams: taped interview on bed bugs

Today Show in New York [November 2007]: interviewed live on bed bugs
 San Diego **ABC 10 News** [February 2008]: taped interview on termite
KGO Radio-San Francisco
NPR/KQED Forum

Memberships

NPMA: National Pest Management Association
 PCOC: Pest Control Operators of California
 ESA: Entomological Society of America
 Isoptera Society
 Entomology Club of California

Steve Jacobs

Steve Jacobs has been involved with urban/public health entomology for over 35 years. He has worked for the Maryland Dept. of Agriculture as a pesticide regulatory entomologist, owned a pest control company servicing the metropolitan Washington, D.C. area, and has been the urban extension entomologist for the Penn State Department of Entomology since 1988. As a private urban entomological consultant, he has advised both U.S. and international corporations, and has provided technical assistance to the U.S National Park Service at numerous parks including the Grand Canyon and the White House.

<u>University</u>	<u>Degree</u>	<u>Year</u>
PSU	Agriculture B.S.	1976
PSU	Entomology M.S.	1986

Work History

PSU Urban Entomologist	1988 – Present
Pest Consultant	1986 – Present
Owner Pest Control Co.	1978 – 1984
Entomologist, Md. Dept. Ag.	1976 – 1978

Justin McCauley

Education:

May 2001	Graduate Benton High School	Benton, AR
May 2005	Graduate University of Arkansas	Fayetteville, AR

Business Management

Work Experience:

05/98-08/01	<i>McCauley Services</i>	Benton, AR
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Technician

- Ran a scheduled route taking care of customers pest concerns
- Called on potential new clients
- Treated new construction to prevent termites
- Handyman repair work

1/02-5/03	Landers Autoplex	Fayetteville, AR
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Lot Porter/Detail Cars

- In charge of the wash bay for new vehicles
- Worked part time while going to school and playing football

5/03-12/05	McCauley Services	Fayetteville, AR
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Owner/Technician

- Started my own branch of McCauley Services while going to school full-time

- Ran a route and was in charge of growing the area
- Sold the business after college to move back and work with my family

1/06-Present **McCauley Services** Benton, AR

Vice President

- Responsible for continued growth of company
- Make sure company delivers a quality service that sets the benchmark for pest management
- Support our communities we operate in

Community Involvement:

January 2006-Present

Member of Kiwanis of Saline County

Currently serving on Board of Kiwanis 2009-Present

June 2009- Present

Board of Directors Habitat for Humanity of Saline County

January 2008-Present

Board of Directors Arkansas Pest Management Association

Currently Vice President 2010- President 2011

June 2007-Present

Leadership Group of National Pest Management Association

Chairman June 2012-May 2011

August 2006- Present

Head Coach of Vikings Future Panthers Football Team

Dr. Roy Meyers

I have been Chief of the Pesticide Evaluation and Monitoring unit of the New Jersey Department of Environmental Protection (DEP), Pesticide Control Program (PCP) for the past thirteen years. During that period, I have been involved in many activities relating scientific evaluation of pesticides to their regulation. With the dissolving of the DEP Environmental Laboratory in 1996, I undertook the responsibility of establishing the PCP Pesticide Laboratory with the focus of providing quality pesticide residue analysis for both Enforcement and Monitoring activities of the PCP. Since 1996, I have served as PCP Pesticide Laboratory Director.

Additional responsibilities and activities include:

- initiated and conducted risk assessments regarding pesticides,
- developed guideline levels related to the use and exposure patterns of pesticides,
- oversee and conduct pesticide impact studies,
- developed and implemented the Golf Course Pesticide Monitoring project which examines pesticide use and residue movement in golf course surface water systems (the pilot project for pesticide use evaluations),
- work group chair for the development of environmental indicators related to pesticides as part of the NEPPS (National Environmental Performance Partnership System) agreement between EPA, Region 2 and NJDEP,
- participate in Federal workgroups focusing on pesticide use and impacts to human health and the environment, particularly to surface and ground water
- oversee pesticide use survey process,
- oversee research & development projects for pesticide residue detection and analysis.

Education:

Bachelor in Science in General Science / Genetics – Villanova University

Doctorate in Genetic Toxicology – Rutgers University

Postgraduate work in Genetic Toxicology – Case Western Reserve University

Garry Milsom

John Moore

Marty Overline

Martin Overline, founder of Aardvark Pest Management in Philadelphia's Frankford section, made his mark on the City's commercial pest control industry by maintaining a strong connection with his Philadelphia roots while cultivating progressive pest control expertise. Since its founding in 1995, Aardvark has defied the widely held stereotype of pest control as an unsophisticated and chemical dependent discipline. Aardvark's hallmark is its integrated approach to pest management, using practical, pesticide free solutions to pest problems whenever possible. Aardvark's long term contracts with corporate, healthcare and academic giants are a testament to the successful balance that Aardvark has achieved between this commitment to eco-friendly methods and more-than competitive results. Achieving and maintaining that balance has been Overline's passion for the more than thirty years that he has worked in the pest control industry.

Since beginning that career in 1978 as a U.S. Airforce Entomology Engineer, Overline has recognized that modern pest control is an art form - a skilled combination of learned pest identification and pest management techniques, investigative skills honed over years of on-the-job experience, and instinct. As the wholesale pesticide use that fueled the United States' post World War II pest control industry fell into disfavor in the modern era, industry leaders like Overline began to view chemical pest-fighting techniques as a last resort, favoring a more intellectual attack on pests. Instead of responding to a pest report with an automatic chemical application, Overline thoroughly investigates the scene to properly identify the species of pest, taps his knowledge of that pest's living habits, and eradicates it using the most target specific, earth friendly technique available. In the majority of infestations, Overline finds that forcing a creature from an environment often only requires putting stress on it by removing its harborage or eliminating its food and water source.

Firmly committed to a greener practice of pest control, Overline has taken an active role in educating a new generation of pest management professionals. In 2006, Overline was elected Governor of the Pennsylvania Pest Management Association for Southeastern Pennsylvania. In that role, Overline oversees the organization's rigorous certification and continuing education Overline's native Philadelphia has embraced his progressive pest control techniques and his pest control company, Aardvark. Now 10 employees strong, Aardvark serves some of Philadelphia's most inveterate institutions, like the University of Pennsylvania Health System, Drexel University, the Philadelphia International Airport, the Philadelphia Police and Fire Departments, and neighborhood favorite Chickie's and Pete's.

As one of only 20 members of Philadelphia's inaugural E-200 class, Overline is intent on taking control over Aardvark's next stage of growth. Now, for the first time ever, Overline will receive a formal business education, courtesy of the E-200 Initiative's condensed, MBA like curriculum. And, when Overline graduates from the Initiative, the eyes of all of Philadelphia will be on him, looking to him and his classmates to use their new arsenal of business skills to take their businesses and with them this City to the next level.

Based on Aardvark's already-proven growth record, Martin Overline won't let them down.

David Pyne

Patrick Quigley

Patrick Quigley is President of Sales Training by Design, Inc™ located in Southern New Jersey. He is a Sales Trainer and Business Development Consultant for companies in and out of the Pest Management Industry where his 31 years of experience offer his audience and customers the expertise and the know-how to become successful in their business practices. Visit Sales Training by Design, Inc,™ on the web at: www.salesbydesign.com .

David Scott

Jean Seawright

Jean L. Seawright is president of the Winter Park, Florida, management consulting firm, **Seawright & Associates**. The firm specializes in providing HR consulting solutions that reduce legal liabilities, enhance profits and productivity, improve morale, and ensure compliance with complex state and federal employment regulations such as the ADA, FMLA, EEOC, Title VII, FLSA, and others.

As an HR Consultant since 1987, Jean is passionate about business and dedicated to helping employers build a strong HR foundation. She has pro-actively resolved thousands of HR issues in multiple industries for businesses nationwide. Jean is well-known for her ability to take complex HR challenges and turn them into practical, positive, bottom-line solutions that improve organizations. Her consultation minimizes the risks inherent in HR and saves employers countless dollars, time, and unnecessary HR headaches. Jean is highly-regarded for her knowledge of state and federal employment regulations and serves as an expert witness in lawsuits involving HR matters and negligent hiring and retention claims. Jean also spends time designing unique employee handbooks, comprehensive hiring systems, compensation and bonus plans, performance evaluation programs, and management training sessions, among others. She also conducts HR compliance audits and harassment and discrimination investigations. Over the years, Jean has represented employers before the U.S. Department of Labor, the Equal Employment Opportunity Commission, and various other state and federal regulatory agencies.

Jean received her Bachelor of Science degree in Chemistry from the University of Florida in Gainesville, Florida. She has also earned the prestigious **CMC** (Certified Management Consultant) designation; credentialed by the **Institute of Management Consultants**. The CMC designation is the preeminent mark of competency, knowledge, and professionalism in the management consulting industry. Less than 1% of all consultants have achieved this level of performance. Jean has also been appointed a member of the National Speakers Association and Society for Human Resources Management.

Over the years, Jean has published numerous articles in the field of human resources and regularly presents vibrant, bottom-line, informative management sessions at national and state conventions and trade associations. Among other publications in the field of human resources, Jean is also the author of **THE EMPLOYMENT GENIE™**, the nationally known employment system for interviewing, hiring, coaching, and terminating employees. By implementing this innovative and effective HR system, employers across the country have learned how to hire smart, reduce turnover, apply consistent practices, and limit liability.

Lloyd Smigel

Lloyd Merritt Smigel has been in the Pest Control Industry for over 30 years. He was certified in Arizona, Texas, as well as Licensed in California for pest, termite and fumigation. He was the first National Training director for Truly Nolen of America. At the time they had over 50 offices.

Since 1988, Lloyd has completed consulting work with many Pest Control Companies throughout the United States. He is one of the few consultants to actually FIELD TRAIN managers and sales reps on how to CREATE, track and organize sales WITHOUT LEADS.

Lloyd has taught many sales courses throughout the industry and helped develop corporate strategies with many small private and family-owned businesses. His focus in the Pest Control industry has been in Dealing with Change, Strategy, Sales Management, Sales and Interpersonal Skills as well as Employee Retention and Leadership.

Lloyd has helped many PMP's avoid problems BEFORE they occur. He helps create and/or re-focus the Company's direction leading towards specific goals - MBO (Management by Objective) -

Objectives with higher standards, as opposed to working faster and harder and spinning their wheels. The focus to keep a company on target as opposed to moving in circles. He has also taught companies how to get out of “the ruts” and helped them break through that “invisible wall” that seems to keep them from progressing.

His presentations have received Continuing Educational points in Washington, California, Arizona, Georgia, Ohio, Oregon, South Carolina and Florida. He has presented several times at NPMA as well as presented Keynote addresses for Hawaii, California, Missouri, New Jersey, New York, Florida, Georgia, Washington, Louisiana, Arkansas as well as presenting the Key Note address at the 2000 Purdue Conference.

Lloyd has a column in Pest Control Magazine and writes articles for 22 other State and National Trade magazines - a combined circulation of well over 100,000 monthly.

Lloyd helped write the syllabus for an accredited college management course based on his book, Basic Training for New Managers, (published by Lowell House) at CalPoly Pomona, CA. His new book, Bug People to Business People has recently been published by Pest Control Magazine.

He is a partner in a Pest Control company in Tampa whose sales 6 years ago was \$220,000 and ended up with over \$1 million in 2006.. He is also a partner with another Pest Control company in Texas that went from \$800,000 four years ago that is now well over \$1.5 Million and projects a 20% growth rate this year.

In 1999 Lloyd launched his program, “Discovery Retreats”. The Retreats are groups of no more than 20 non-competing companies from across the country. Each group meets 3 times per year to tackle topics from Sales to Hiring & Interviewing to Company Strategy, with many more topics in between. Its focus is to share information and train Managers how to be more effective in their businesses.

Ted St. Amand

Ken Unger

Tom Walters

Education

- B.S. Entomology & Applied Ecology, University of Delaware, 1977.

Employment History

- 1978 – present Western Pest Services

Over the last 25 years, Tom has held a variety of positions within the Western organization. He began as a management trainee in the Philadelphia area where he gained experience working in all aspects of the business including termite control, commercial, home service as well as commodity and structural fumigations. He played a role in sales before being promoted to supervisor and shortly thereafter was promoted to Branch Manager. Between 1980 and 1996, Tom managed offices in Washington, DC, Virginia and Florida before being promoted to Regional Manager of the Florida region. He was instrumental in expanding Western’s southeastern operations from their beginnings in Ft. Lauderdale into Miami, Palm Beach, Orlando, Tampa, Jacksonville and Atlanta, Ga.

As General Manager of Western Pest Services, he is responsible for all sales and operations in 31 branch locations in nine states along the Eastern seaboard.

George Williams

George is the general manager & staff entomologist for Environmental Health Services, Inc. (EHS) a full service pest control firm servicing Massachusetts & Rhode Island. A 24yr veteran of the pest control industry he got his start in pest control as a technician in New York city then spent 17yrs in chemical distribution before joining EHS in 2008. In 2007 George earned NEPMA's highest honor, the "Bart" for his outstanding dedication to the professional pest management industry. He is the instructor of pest management courses at the University of Rhode Island, Dept. of Environmental Management. George has had several pest expert appearances on TV shows such as Infested! On The Discovery Channel and This Old House on PBS. He has also had numerous appearances as a guest expert on the pest control radio show on WPRO-680AM. He is a frequent speaker at national, regional, and state conference on various industry subjects. George lives in northern Rhode Island with his wife Jackie and their four kids (Brian, Aaron, Kerrin, and Cara).

Education:

- Kingsborough College (Brooklyn, NY- Advertising Media)
- Johnson & Wales University (Providence, RI- Marketing Management)

Memberships:

National Pest Management Association- Past eastern conference planning committee

Connecticut Pest Management Association- Past board of director position (education chairman)

New England Pest Management Association- Board of director positions 1995-2008

Northeast Mosquito Control Association

Entomological Society of America

EPA Pesticide Environmental Stewardship Partner

NPMA QualityPro Certified (Schools + GreenPro)

Nuisance Wildlife Control Association

Responsible Industry for a Sound Environment- Grassroots regional liaison

Awards & Certifications:

Associate Certified Entomologist

Bartlett W. Eldridge Award Recipient 2007 (NEPMA)

Vendor of the Year 2005 (NEPMA)

Leadership Award (CPCA)

Massachusetts Licensed Applicator: 23429; 41, 43, 44

Rhode Island Licensed Applicator: 2659; 7A, B, D

New York Licensed Applicator: 1990-1994; 7A, C, 8, 3A, 3B

Licensed Pesticide Dealer: 1994-2009 (MA, NH, VT, RI, CT, ME)



VERIFICATION OF ATTENDANCE—RECERTIFICATION CREDITS
2013 Eastern Conference
Bally's Atlantic City—Atlantic City, New Jersey—January 17-18, 2013

Name: _____

Course Number(s):

Company Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Certification/License Number: _____ Exp. Date: _____

Applying credits to which state? (Fill out a new form for each state) _____ Signature: _____

Below is a listing of the sessions that have been submitted to the states for recertification credits. In order to assure you receive credit for attending, please follow these directions and check the recertification tables for requirements of your state. **PRINT CLEARLY. COMPLETE TOP PORTION OF THIS VERIFICATION FORM before having it punched. FILL OUT A NEW FORM FOR EACH STATE.** Present your form to the NPMA monitor to be punched at the **END** of each recertification session. After your **LAST** session, keep the pink copy for your records and turn in the other copies to the NPMA monitor, **unless** your state requires otherwise. **YOU MUST FOLLOW YOUR STATE REQUIREMENTS.** If your state requests you to send in the form, please leave the pink copy with the monitor. Acceptance or rejection of your request for credit is at the sole discretion of your state agency.

Thursday, January 17		Friday, January 18	
Session 1	Using Traps as Part of a Successful Mouse Management Program	Termite Control in the 21 st Century	Session 11
Session 2	Developing a Tick Control Program: What's Working in the Field?	Flea Management: What's Old Is New Again!	Session 12
Session 3	The Science Behind Stinging Insect IPM	Employee Handbooks: Friend or Foe?	Session 13
Session 4	What PMPs Need to Know About Bed Bug Heat Treatments and Sprinkler Systems	Wood Destroying Beetle Identification and Control	Session 14
Session 5	Route Management: The Methods Behind the Madness	How We Did It! Success Stories From Small, Medium and Large Size Companies	Session 15
Session 6	Developing Inspection-Based Bed Bug Service Programs	Consultative Sales: Close More Sales for Higher Profits	Session 16
Session 7	Technician-Based Sales Programs: Creating and Implementing an Environment for Success	Common Eastern Spiders Found In and Around Structures	Session 17
Session 8	Understanding Overwintering Pests	Hiring and Firing in the 21 st Century	Session 18
Session 9	Developing a Comprehensive Marketing Plan	Motivating, Maintaining and Tracking Sales People for Success	Session 19
Session 10	What the Future Holds for Bed Bugs in the United States	Understanding How Pyrethroid and Rodenticide Label Changes Will Affect You	Session 20