



February 21, 2012
 Atlanta Marriott Century Center
 Atlanta, GA

Conference Agenda

8:00 a.m. - 9:00 a.m.	Registration and Continental Breakfast
9:00 a.m. - 10:15 a.m.	<p>Closing the Deal: The Art of Selling Mosquito Control Services <i>Speaker: Russ Jundt and Tom Olson, Mosquito Squad of Minnesota</i> Description: Selling mosquito control services isn't rocket science but it does require specialized skills. Mosquito Squad of Minnesota will share their secrets for growing your company's mosquito revenues, offering valuable marketing insights and practical sales strategies for closing the deal. Jundt and Olson will review everything from traditional barrier spray programs and automatic misting systems to special event services and all-natural barrier treatments.</p>
10:15 a.m. - 11:00 a.m.	<p>NPDES Update: What You Need to Know <i>Speaker: Jan Sharp, MGK</i> Description: On October 31, EPA issued a final NPDES Pesticide General Permit (PGP) for point source discharges from the application of pesticides to waters of the United States. The Agency's final PGP covers operators that apply pesticides that result in discharges from the following use patterns: (1) mosquito and other flying insect pest control; (2) weed and algae control; (3) animal pest control; and (4) forest canopy pest control. Are you prepared to comply with these regulations? This session will cover the finer points of the National Pollutant Discharge Elimination System (NPDES) to ensure professionals and others are in compliance with this important provision of the Clean Water Act.</p>
11:00 a.m. - 11:15 a.m.	Refreshment Break
11:15 a.m. - 12:15 p.m.	<p>Keynote Presentation: Leveraging Social Media to Create "Raving Fans" for Your Business <i>Speaker: Pat Furey, ConsumerSphere</i> Description: More and more, consumers are giving traditional marketing techniques the cold shoulder. As a result, today's marketers need to adopt new strategies for engaging consumers in ways that invite participation in their brands. Patrick Furey, will shares strategies for helping your business effectively engage customers via the rapidly changing world of social media.</p>
12:15 p.m. - 1:15 p.m.	Group Lunch
1:15 p.m. - 2:30 p.m.	<p>Misting Equipment Overview and Installation Tips <i>Speaker: Steve Elkins, Tom Burgess and Peter Shaddock, Coastal Mosquito</i> Description: Learn the "tricks of the trade" for properly placing, installing and maintaining mosquito misting equipment from three respected professionals with nearly a decade of experience in the field.</p>
2:30 p.m. - 3:30 p.m.	<p>Biology, Behavior & Control of Mosquitoes <i>Speaker: Mike McLean, Metropolitan Mosquito Control District (MMCD)</i> Description: Learn about the breeding and feeding habits of mosquitoes, disease transmission and site eradication in this informative educational session designed to familiarize professionals with everything they need to know about the biology and control of this potentially life-threatening pest.</p>
3:30 p.m. - 3:45 p.m.	Refreshment Break
3:45 p.m. - 4:30 p.m.	<p>MGK: Offering Effective Product Solutions for Every Mosquito Control Need <i>Speaker: Andy Sturgis, MGK</i> Description: In this informative session, Sturgis will provide an overview of MGK's product portfolio – VamPyre Misting Concentrate, Riptide Waterbased Pyrethrin ULV and Sector Misting Concentrate – in addition to explaining the important role MGK plays in worldwide pyrethrum production, an important contribution to the mosquito control market.</p>
4:30 p.m. - 6:30 p.m.	Evening Reception

