

3rd Annual M.I.S.T. Conference Topic Descriptions

Sponsored by MGK

Houston, Texas – Tuesday, February 7, 2012

Atlanta, Ga. – Tuesday, February 21, 2012

Closing the Deal: The Art of Selling Mosquito Control Services

Russ Jundt and Tom Olson, Owners, Mosquito Squad of Minnesota, East Bethel, Minn.

Selling mosquito control services isn't rocket science but it does require specialized skills. Two early adopters of mosquito misting systems share their secrets for growing your company's mosquito revenues, offering valuable marketing insights and practical sales strategies for closing the deal. From traditional barrier spray programs and automatic misting systems to special event services and all-natural barrier treatments, Mosquito Squad of Minnesota has a proven track record of success that every professional interested in growing their business can benefit from simply by attending this highly anticipated educational session.

Leveraging Social Media to Create 'Raving Fans' for Your Business

Patrick Furey, President & CEO, ConsumerSphere, Minneapolis, Minn.

More and more, consumers are giving traditional marketing techniques the cold shoulder. As a result, today's marketers – including those marketing mosquito control services – need to adopt new strategies for engaging consumers in ways that invite participation in their brands. Patrick Furey, a respected technology executive who has worked with such well-known brands as General Mills, Procter & Gamble, Yum and White Castle, shares his strategies for helping your business effectively engage customers via the rapidly changing world of social media.

NPDES Update: What You Need to Know

Atlanta Event: Jan Sharpe, Regulatory Manager, MGK, Minneapolis, Minn.

Houston Event: Joy Tegbe, Texas Commission of Environmental Quality, Austin, Texas

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? MGK asked two industry experts to update attendees on 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.

Mosquito Equipment Overview & Installation Tips

Steve Elkins and Tom Burgess, Sales Managers, Coastal Mosquito Control, Houston, Texas

In business since 2002, Coastal Mosquito Control offers a broad range of misting systems, application equipment, and technical know-how for professionals interested in breaking into this rapidly growing field. By requiring that the design and product selection be under the direction of a licensed professional, Coastal assures each homeowner that their system is individually tailored by a professional trained in mosquito control and in the proper use of insecticides. Learn the “tricks of the trade” for properly placing, installing and maintaining mosquito misting equipment from two respected professionals with nearly a decade of experience in the field.

MGK: Offering Effective Product Solutions for Every Mosquito Control Need

Andy Sturgis, Southwest Territory/Misting Lead, MGK

MGK misting products are made specifically to work with professional misting systems to effectively kill mosquitoes, flies and other flying insect pests. And one of the leading authorities on these products is MGK Misting Market Specialist Andy Sturgis. In this informative session, Sturgis will provide an overview of the company’s product portfolio – VamPyre Misting Concentrate, Riptide Waterbased Pyrethrin ULV and Sector Misting Concentrate – in addition to the important role MGK plays in worldwide pyrethrum production, an important contribution to the mosquito control market.

Biology, Behavior & Control of Mosquitoes

Mike McLean, Public Affairs Associate, Metropolitan Mosquito Control District, St. Paul, Minn.

Minneapolis is known as the Land of 10,000 Lakes, and everyone knows lakes are one of the most common breeding sites of this common insect, so who better to speak about the biology, behavior and control of mosquitoes than a representative of the Metropolitan Mosquito Control District? Serving 2.7 million people in a seven-county area, this critical government agency surveys mosquitoes, monitors populations, and protects the public from the disease and annoyance caused by mosquitoes. 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.