

# MPMA 2012 Annual Winter Meeting



&

# Management Summit

February 22, 23 & 24, 2012

Lexington Hotel  
925 South Creyts Rd.  
Lansing, MI

MPMA  
P.O. Box 26546  
Fraser, MI 48026

First Class Mail

Technician Training Recertification Information Enclosed

MPMA 2012 Winter Meeting & 2012 Management Summit  
Registration Enclosed

## MPMA 2012 Management Summit

**Wednesday, February 22, 2012**  
**Chairman-Bill Welsh**

The MPMA board of directors is proud to present, for the eighth year, the elite program of the Management Summit. The Summit, designed for pest control owner's and manager's perspectives, is a one day workshop with pest control industry professionalism topics and management techniques not currently covered in general training sessions. The Summit session is specifically designed with material that is pertinent to operating a pest control company of any size.

This year's program offers an indispensable opportunity for training regarding utilizing technology solutions for PCO's. The topic's this year will include **Promoting your Brand & Social Media and its Impact on your Business, Claims Avoidance through Loss Control and The Cost of Doing Business.**

**As well as having exceptional topics, the Summit also has outstanding presenters and is followed up with the opportunity to meet with legislators at the Legislative Reception at Karoub Associates right in downtown Lansing, where it all happens!**

**The 2012 Management Summit may be attended as an individual registration or in combination with the 2012 MPMA Annual Winter Meeting, discounts apply if attending both; See your registration form inside this booklet for details.**

**The 2012 Annual Winter Meeting begins the next day following the Summit, extends from Thursday through Friday afternoon, and includes the Winter Meeting Banquet and MDA recertification credits. This year's Winter Meeting has a power packed agenda with a remarkable lineup of technical training from exceptional industry speakers.**

## ACCOMMODATIONS

For overnight lodging, the Lexington Hotel is offering \$99.00 single or double room rate plus tax .

Current Government rates will apply to individual attendees who present a Government ID.

**Please refer to the MPMA Group rate and call:  
517-323-7100 and ask for reservations.**

The group rate is good until: **January 31, 2012**

**LEXINGTON HOTEL  
925 SOUTH CREYTS RD.  
LANSING, MI 48917**

### **For Driving Directions: From The North - St. Johns and Upper Peninsula**

Follow US-27 South towards Lansing to I-69 west (Exit #89) continue on I-69 West. Head towards Charlotte/Ft Wayne, I-69 merges with I-96 east. Go to I-496 (Downtown Lansing Exit #95) Go one mile on I-496 to Creyts Road (exit #1). Turn left on Creyts Road; turn right at first light (Anacapi Blvd.) The Sheraton is the second drive on the right.

### **From The South - Jackson Area**

Follow US-127 North towards Lansing to I-96 west (towards Gr. Rapids); continue on I-96 to I-496 east (downtown Lansing exit #95). Take Creyts road (Exit #1). Turn left on Creyts Road. Turn right at the first light (Anacapi Blvd.). The Sheraton is the second drive on the right.

### **From the South - Battle Creek Area**

Follow I-69 north towards Lansing. I-69 will merge with I-96 west. Continue to I-496 east (Downtown Lansing Exit #95) Take Creyts Road (exit #1) and turn left on Creyts Road. Turn right at the first light (Anacapi Blvd.). The Sheraton is the second drive on the right.

### **From the East - Detroit Area**

Take I-96 west towards Lansing to I-496 west (Exit # 106B). Continue on I-496 to Creyts Road North (Exit 1B). Take this exit and turn right on Creyts Road. Take a right at the first light (Anacapi Blvd.). The Sheraton is the second drive on the right.

### **From the West - Grand Rapids**

Take I-96 east towards Lansing to I-496 east. Continue on I-496 to Creyts Road (Exit 1). Take this exit and turn left on Creyts Road. Take a right at the first light (Anacapi Blvd.). The Sheraton is the second drive on the right.

### **From the Northeast - Flint/Saginaw**

Follow I-69 west towards Lansing. Head towards Charlotte/Ft. Wayne, I-69 merges with I-96 east. Go to I-496 east (Downtown Lansing Exit #95). Go one mile to Exit #1 (Creyts Road). Turn left on Creyts Road. Turn right at the first light (Anacapi Blvd.). The Sheraton is the second drive on the right.

**HOTEL RESERVATIONS MUST BE RECEIVED BY  
JANUARY 31, 2012  
TO RECEIVE THE MPMA GROUP RATE-CALL TODAY!**

# CONFERENCE REGISTRATION

**WEDNESDAY, FEBRUARY 22, 2012**

Return this portion (or a photo copy) with check (payable to MPMA) to:  
**MICHIGAN PEST MANAGEMENT ASSOCIATION**  
**CONFERENCE REGISTRATION**  
**P.O. BOX 26546**  
**FRASER, MI 48026-6546**  
**(586) 296-9580**

The 2012 Winter Meeting and the 2012 Management Summit are two separate conferences offered side by side; to attend both Conferences, please see the following rate chart:

<b>2012 WINTER MEETING + 2012 SUMMITT (FULL) ATTENDEE RATE PACKAGE</b>					
MPMA MEMBER	BEFORE	AFTER	NON-MEMBER	BEFORE	AFTER
RATES	1-30-12	1-30-12	RATES	1-30-12	1-30-12
Full Registration	282.00	322.00	Full Registration	357.00	397.00
Add'l Per/Same Co	267.00	307.00	Add'l Per/Same Co	342.00	382.00

\*\*Registration includes conference materials, breaks, lunches, & annual banquet for one individual.

**Each Conference may be attended individually, please refer to the following rate charts and denote below the conference choice:**

<b>2012 WINTER MEETING (WM) RATES</b>					
MPMA MEMBER	BEFORE	AFTER	NON-MEMBER	BEFORE	AFTER
RATES	1-30-12	1-30-12	RATES	1-30-12	1-30-12
Full Registration	197.00	217.00	Full Registration	247.00	267.00
Add'l Per/Same Co	182.00	202.00	Add'l Per/Same Co	232.00	252.00
Extra Banquet Tickets	42.00	42.00	Extra Banquet Tickets	42.00	42.00

\*\*Registration includes conference materials, breaks, lunches, & annual banquet for one individual.

<b>2012 MANAGEMENT SUMMIT (MS) RATES</b>					
NPMA MEMBER	BEFORE	AFTER	NON-MEMBER	BEFORE	AFTER
RATES	1-30-12	1-30-12	RATES	1-30-12	1-30-12
Summit	147.00	167.00	Summit	192.00	212.00
Add'l per/Same Co	132.00	152.00	Add'l Per/Same Co	177.00	197.00

\*\*Registration includes conference materials, breaks, & lunches & legislative reception for one individual.

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone( ) \_\_\_\_\_

ATTENDEES ( for more than 4 please enclose a separate list with all attendee names)  
 Please note: **FULL**=both, **WM**=Winter Meeting only, **MS**=Management Summit next to names:

Name \_\_\_\_\_ Amount \_\_\_\_\_  
 \*\*\* ( ) check here and add 42.00 if this person needs an additional banquet ticket + \_\_\_\_\_

Name \_\_\_\_\_ Amount \_\_\_\_\_  
 \*\*\* ( ) check here and add 42.00 if this person needs an additional banquet ticket + \_\_\_\_\_

Name \_\_\_\_\_ Amount \_\_\_\_\_  
 \*\*\* ( ) check here and add 42.00 if this person needs an additional banquet ticket + \_\_\_\_\_

Name \_\_\_\_\_ Amount \_\_\_\_\_  
 \*\*\* ( ) check here and add 42.00 if this person needs an additional banquet ticket + \_\_\_\_\_

TOTAL AMOUNT OF CHECK ENCLOSED \$ \_\_\_\_\_

<b>10:00-NOON</b>	<b>Promoting your Brand &amp; Social Media and its Impact on your Business - Andrew Assir, Marketing Manager Univar</b>
<b>12:00-1:15 PM</b>	<b>Lunch</b>
<b>12:00-1:15 PM</b>	<b>MPMA Board Meeting-(room TBA)</b>
<b>1:15 -3:00 PM</b>	<b>Claims Avoidance through Loss Control - Mike Gibney, Orkin</b>
<b>3:00-3:15 PM</b>	<b>Break</b>
<b>3:15-4:30 PM</b>	<b>The Cost of Doing Business - Russ Ives, Rose Pest Solutions</b>
<b>5:00-7:00 PM</b>	<b>Legislative Reception @ Karoub's Offices</b>
<b>7:30-10:00 PM</b>	<b>Allied Members Reception-(Durant room)</b>

**2012 WINTER MEETING**

Chairman-Bill Welsh

**THURSDAY FEBRUARY 23, 2012****CREDITS- 8- 7A, 7B, 7D or Core****MICHIGAN PEST MANAGEMENT ASSOCIATION****FRIDAY, FEBRUARY 24, 2012****CREDITS- 8- 7A, 7B, 7D or Core**

7:45-8:30 AM	Registration
8:30-9:00 AM	Opening Remarks- Keith Creagh, Director MDARD
9:00-10:15 AM	Latest Research & Updates on Bed Bugs Dr. Ken Haynes University of Kentucky
10:15-10:35 AM	Break
10:35-12:00 PM	Overwintering Pests – Gene White, BCE Rose Pest Solutions
12:00-1:15 PM	Lunch
1:15-2:30 PM	Dr. Ken Haynes University of Kentucky: Bed Bug - Insecticides and their Resistance
2:30-2:45 PM	Break
2:45-4:00 PM	Dr. Richard Kramer – sponsored by Zoecon: The effects of Insect Growth Regulators
4:00 PM	Wrap up and Bubble Sheets
4:05 PM	General Membership Meeting
6:00 PM	Cash Bar
7:00 PM	Annual Banquet- Dinner Tickets

8:00-8:30 AM	Registration
8:30-10:00 AM	Ticks, and what's going on with Michigan Department of Community Health - Erik Foster, BCE
10:00-10:15 AM	Break
10:15-12:00 PM	Brian Rowe, Michigan Department of Agriculture & Rural Development "MDARD Update"
12:00-1:15 PM	Lunch
1:15-2:45 PM	Termites & Termite Control - Jan Castanza, Dow Agro Sciences
2:45-3:00 PM	Break
3:00-4:30 PM	Small Flies - Mark "Shep" Sheperdigian, BCE Rose Pest Solutions
4:30 PM	Wrap up and bubble sheets
4:45 PM	MPMA Board Meeting

Register today for MPMA's 2012 Management Summit and 2012 Annual Winter Meeting. If you have any questions you can contact Rhonda Wise at [rwise@mipca.org](mailto:rwise@mipca.org) or call (586) 296-9580. You may also fax your registration form to (586) 296-9581.