

Going Green

2009

 Growing
Your Company
in a Green
Marketplace 

JANUARY 8-9, 2009
ANAHEIM, CALIFORNIA

SPONSORED BY:



Green Pest Control Solutions

PRESENTED BY:



PEST CONTROL
OPERATORS OF CALIFORNIA



Growing Your Company in a Green Marketplace

It has been almost a year since the pest management industry gathered to discuss the exploding green trend. Going Green 2009 will bring you up to speed with what's going on in the green world today and address not only how to capture your spot in the marketplace, but how to build green brand equity and grow your business.

Almost without exception, and certainly in the pest management world, consumer-driven environmental forces are real and growing. Industries, from manufacturing to energy to retail, are mobilizing to meet the challenge. At the same time, though, companies inside and outside the pest management industry are recognizing that meeting the challenge creates opportunities for growing their business.

From consumer research insight, credentialing programs and case studies, to green marketing strategies, branding, and regulatory perspectives, Going Green 2009 is an opportunity for owners, managers and others to learn how to grow their business and build their company's brand.

WHY ATTEND GOING GREEN?

Going Green is about taking a new market opportunity, integrating it into your business plan and growing your business. Going Green will provide you with the tips and the tools you need to increase your bottom line.

NPMA has assembled a top-notch educational program with experts from both inside and outside the pest management industry, and pioneering PCOs to share the "tried and true" — what works as well as what doesn't. You'll even walk away with the coveted 2009 Going Green Toolbox — so you can hit the ground running!

As pest management professionals and entrepreneurs — we have always been on the cutting edge — looking for ways to spur innovation, create value and build competitive advantages into our businesses. Take advantage of a new market opportunity and attend Going Green 2009.

The Going Green program is being held over two days in two convenient and exciting locations, Anaheim, California, and Boston, Massachusetts. This brochure lists the speakers for the Going Green meeting in Anaheim. Visit www.npmapestworld.org/events for a list of speakers schedule for the Boston meeting.

Program of Events

THURSDAY, JANUARY 8, 2009

9 a.m. - 12 p.m.

QualityPro Green Management Training (optional program)

Andy Architect, NPMA, Fairfax, VA.; Dr. Austin Frishman, AMF Pest Management Services, Inc., Boca Raton, FL.; Stuart Mitchell, Springer Pest Solutions, Des Moines, IA; Bob Rosenberg, NPMA, Fairfax, VA.; Darren Vansteenwyk, Clark Pest Control, Lodi, CA

As a component of the QualityPro Green (QPG) certification program, a minimum of one manager must complete an approved QPG Manager's training course within the first six months of completing the program. QualityPro companies that are interested in meeting this requirement are also welcome to attend. This program will take QPG Managers through a comprehensive look at the QPG Program Standards and Orientation Manual, as well as discuss effective customer communication and education techniques, new technology, product review, and marketing and business opportunities that will allow you to maximize your new designation. Industry experts, stakeholders, and certified QPG members will be on hand to teach this exciting program.

12 p.m. - 6 p.m.

Registration

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

Welcome & Kick-Off Green: The Year in Review

Dr. Austin Frishman, AMF Pest Management Services, Inc., Boca Raton, FL; Kevin Kirkland, Nisus Corporation, Rockford, TN; Rob Lederer, NPMA, Fairfax, VA

It has been a year since our industry has gathered to talk about the exploding green trend, and the trend continues to grow at an exponential rate - but so is the greenwashing effect. How will your business respond to this demand and public paradox? To kick-off Going Green, hear an overview of what's going on in the world of green on a global basis and what it means to your business. Learn how to integrate a green strategy into your overall organization and how to factor in goals, demographics, competition, research and development efforts, as well as dealing with the greenwashing effect.

2:30 p.m. - 3:45 p.m.

What American Consumers Are Thinking About Green

Jonathan Villet, OneWorld Communications, San Francisco, CA

Consumer attitudes toward green are evolving — demand is not well established and purchase behaviors tend to be inconsistent (e.g., consumers buy hybrid cars and SUVs). Hear from market research experts who will help you wade through extensive public opinion data and uncover rich consumer insights that can help shape your business, service offerings and messaging, and guide your marketing in a more targeted way. Highlights of this presentation will be the results of a recent focus group and their attitudes toward green, specifically toward green pest control services.

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

The Green Voice of Reason: Positioning Your Company and Technicians as the Authority on Green Pest Management

Harry Bryan, Nisus Corporation, Rockford, TN

When it comes to green pest management, no one is better equipped to determine the risk and hazards of the pest problem, and minimize the risk and hazards of the solution than the technician. Hear our sponsor present practical ways to establish your company as the authority on green pest management.

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

The End-User Perspective

Andrea Dunigan, Wal-Mart Stores, Inc., Bentonville, AR

In a world where Fortune 500 companies are waving the green flag, what are they doing to integrate green strategies, including pest control, into their businesses? Hear from Fortune 500 companies how they have repositioned their companies as well as their share of successes and failures.

5:30 p.m. - 7 p.m.

Welcome Reception

FRIDAY, JANUARY 9, 2009

7:30 a.m. - 8 a.m.

Continental Breakfast

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

Positioning Your Green Brand

Carolyn Parris, Mind Over Markets, Santa Fe, NM; Irv Weinberg, Mind Over Markets, Santa Fe, NM

Marketing your company as green can be a challenge for even the most seasoned professional. Whether your company makes a product or provides a service, you must learn how to extend your brand to deliver green messages. Learn the rules of green marketing from the leading expert, including strategy essentials to good green marketing, positioning your company to build your brand, and differentiating yourself from the competition. This presentation will include case studies of products and services from both inside and outside of the pest management industry.

9:45 a.m. - 11:15 a.m.

PCO Panel: Tried and True, Addressing the Successes and Failures

Robert Baker, Clark Pest Control, Lodi, CA; Steve Good, The Terminix International Co., Lp., Memphis, TN; Chris Gorecki, Orkin Pest Control, Atlanta, GA; Bobby Jenkins, ABC Pest and Lawn Services, Austin, TX; Mike Katz, Western Exterminator Company, Anaheim, CA; Stuart Mitchell, Springer Pest Solutions, Des Moines, IA

Until recently, there hasn't been a definitive definition of green pest control services or a specific template for marketing your company as green; and green can encompass several meanings depending on what services you offer. Hear from several pioneering companies that have developed or implemented green services and find out what worked, what didn't work and the important lessons they learned. Benefit from their first-hand experience and discover new approaches to being a green pest management company.

11:15 a.m. - 11:45 a.m.

Green Score Card: Creating a Proprietary Green Selection Process for Your Company; New Tools for Green Pest Management

Lee Barrett, Nisus Corporation, Corona, CA; Dr. Janet Kintz-Early, Nisus Corporation, Rockford, TN

Customize a green selection score card for selecting products for your green pest management program. Communicating your proprietary process to the technicians and customers can create a dynamic unique selling proposition. Hear from our sponsor as they share the latest offerings from their line of green pest management products.

11:45 a.m. - 12:45 p.m.

Green: A Regulatory Perspective

Tom Brennan, Environmental Protection Agency, Washington, D.C.; Maureen Gorsen, California Department of Toxic Substances Control, Sacramento, CA; Bob Rosenberg, NPMA, Fairfax, VA; Mary-Ann Warmerdam, California Department of Pesticide Regulation, Sacramento, CA

The world of green has taken the industry by storm. Most of the demand for green pest management services is stemming from the growing consumer demand. But, federal and state government agencies have also taken steps to require or encourage greener pest control. Hear from leading government officials about their concerns and steps they are taking to address them.

12:45 p.m. - 1:30 p.m.

Networking Lunch

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

Green Credentialing Programs

Andy Architect, NPMA, Fairfax, VA; Bob Rosenberg, NPMA, Fairfax, VA

While our industry is taking the lead in green pest management, other groups have set their own standards under the green umbrella. This session will examine green programs such as the U.S. Green Building Council's LEED program, the NAHB Green Building Standards and others. We will also look at the new QualityPro Green standards including consumer perception, the mechanics of green, contracts, study materials, regulatory and implementation aspects. The question of how to select a product is often raised and pest management services can vary from account to account, so NPMA has developed a method to look at products and services for your accounts. While in many cases, the pest management part is one of many components, these programs will affect how we perform green services and will further enhance relationships with our customers.

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

Tools to Get You Started

Jessica Phelan, Vault Communications, Plymouth Meeting, PA

As Going Green draws to a close, pick up some tools and tips on how to incorporate green thinking and green marketing into your business. Take home the coveted 2009 Going Green Toolbox (only available to attendees) with talking points, customizable messaging, marketing materials, consumer collateral, and more — to get you up and running and growing your business!

Going Green

Registration Form



Your name will appear exactly as indicated on this form, so please print or type all information. One registration form per person; photocopies are acceptable.

Name (first)	(last)	
Title		
Company Name		
Address		
City	State	Zip/Postal Code
Country		
E-mail		
Phone	Fax	

Select which Going Green meeting you will attend.

January 8-9, 2009 in Anaheim, Ca. March 19-20, 2009 in Boston, Mass. OPG Training

REGISTRATION FEES Fees increase on site	Early Bird (4 weeks prior)	Regular (after 4 weeks)	
NPMA/PCOC Member Rate	\$295 per person	\$340 per person	\$
Non-Member Rate	\$345 per person	\$390 per person	\$
QualityPro Green Mgt. Training (QP and OPG Program Members)	\$0	\$0	\$
QualityPro Green Mgt. Training* (Non-Program Members)	\$75 per person	\$75 per person	\$
*If you enroll in the QP program, this registration fee will be applied towards your program application fee. <input type="checkbox"/> Check here for more information about QualityPro or QualityPro Green.			
Total			\$

Registration to Going Green includes the welcome reception, continental breakfast, lunch, and the educational program for Thursday and Friday.

PAYMENT OPTIONS

<input type="checkbox"/> Check Enclosed (made payable NPMA)	Please charge my <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard
Credit Card #	Exp. Date
Name on Card	Security Code
Signature	

All cancellations must be received in writing. NPMA's official cancellation policy: Full refund (100%) if cancel more than four weeks before the meeting; 75% refund if cancel three weeks before the meeting; 50% refund if cancel two weeks before the meeting; 25% refund if cancel one week before the meeting. No refund for cancellations made less than one week before the meeting.

Three Ways to Register for Going Green

- 1. Online:** npmapestworld.org/events
- 2. Fax form to:** 703.352.3031
- 3. Mail form to:** National Pest Management Association (NPMA)
10460 North Street
Fairfax, Virginia 22030
Phone: 703.352.6762

PRESENTED BY:





**NATIONAL
PEST
MANAGEMENT
ASSOCIATION inc.**
International

10460 North Street Fairfax, VA 22030



Going **Green** 2009

SPONSORED BY:



Green Pest Control Solutions

JANUARY 8-9, 2009

Marriott Anaheim, Anaheim, California

Located in the heart of Orange County, the Marriott Anaheim is within walking distance to the Downtown Disney District, filled with restaurants, shops and entertainment. For hotel reservations, call the Marriott Anaheim at 800-228-9290 by December 12, 2008 and mention "NPMA" to receive the group rate of \$139 per night. After December 12, rooms and the group rate are subject to availability.

Printed on recycled paper with soy ink.