

PCT Growing Your Business Summit

Successful Growth Strategies in Challenging Economic Times

Conference Program

Wednesday, February 11, 2009

Market Overview & Keynote Address

12:00-3:00 p.m. **Attendees Arrive – Conference Registration**

3:00-3:30 p.m. **Conference Welcome**

Add-On Business Opportunities Market Overview

Dan Moreland, PCT Media Group

PCT Publisher Dan Moreland provides an overview of why so many pest management professionals are expanding their product and service offerings. Are you taking full advantage of this key industry trend?

3:30-4:30 p.m. **Opening Keynote Address**

Public Attitudes & The Role of Sustainability in Today's Pest Control Companies

Cindy Mannes, Chief Marketing & Strategy Officer, Arrow Exterminators

Public attitudes about the pest management industry are constantly evolving, representing a marketing opportunity for forward-thinking PMPs. With nearly 20 years of industry marketing experience, no one knows that better than Cindy Mannes, chief marketing and strategy officer for Arrow Exterminators, Atlanta, Ga. In this highly anticipated keynote presentation, Mannes will address how rapidly changing public attitudes are reshaping the way pest management professionals are positioning their companies to take full advantage of the sustainability movement.

4:30-5:00 p.m. **Questions & Answers**

5:00-6:00 p.m. **Opening Night Cocktail Reception**

Thursday, February 12, 2009

Residential Pest Management Market Opportunities

Morning Sessions

- 7:00-8:30 a.m. **Continental Breakfast**
- 8:30-9:15 a.m. **Preventive Rodent Control: Promote It and They Will Come**
Bobby Jenkins, President, ABC Pest & Lawn Services
ABC Pest & Lawn Services, Austin, Texas, grew its rodent control business by an astounding 50% in 2008 to \$1.2 million annually. You can too. President Bobby Jenkins, a second-generation PCO and former NPMA president, shares his secrets to success.
- 9:15-10:15 a.m. **Bed Bugs Are Back! Profiting from This Re-Emerging Pest**
Phil Cooper, President, Cooper Pest Solutions
Phil Cooper, President of Cooper Pest Solutions, Lawrenceville, N.J. discusses the “business side” of bed bug pest management services. What are the greatest challenges associated with the marketing of bed bug services? Who should be your target audience? What are successful strategies for properly pricing bed bug jobs? These and other questions will be answered during this informative session.
- 10:15-10:30 a.m. **Break**
- 10:30-11:15 a.m. **Urban Wildlife Control: A Rapidly Expanding Market**
Kevin Burns, Senior Vice President, Arrow Exterminators
With urbanization has come a growing demand for a range of wildlife management services, something that didn’t go unnoticed by Arrow Exterminators, Atlanta, Ga., a few years ago. To take advantage of this market trend, Kevin Burns and the executive management team at Arrow Exterminators developed a business plan to break into the wildlife control market in 2006. Two years later, the company’s Wildlife Management Service Centers generated more than \$3.7 million in revenue. Learn how Arrow Exterminators went from a minor player in the wildlife control market to a force to be reckoned with in two short years.
- 11:15-12:00 p.m. **Green Pest Management: A Market Opportunity**
Dean Burnside, Owner & President, Macy’s Termite & Pest Control
According to a recent PCT readership survey, “green” pest management is the industry’s fastest-growing new service offering. But what does “green” mean and how can you make money at it? Dean Burnside, owner and president of Macy’s Termite & Pest Control, North Venice, Florida, shares his professional insights and business plan on this important topic
- 12:00-1:15 p.m. **Lunch**

Thursday, February 12, 2009

Residential Pest Management Market Opportunities

Afternoon Sessions

- 1:15 p.m. **PCT Technician of the Year Award Presentation**
Brad **Harbison**, Internet Editor and Managing Editor, PCT magazine
- 1:30-2:30 p.m. **Residential Mosquito Control: What Business Model Works for You?**
John Wilson, Division Vice President, Orkin Pest Control
As protectors of public health, mosquito control is a natural service extension for the pest management industry, but there are nearly as many business models as species of mosquitoes. Which one is right for your company? Division Vice-President John Wilson reviews how Orkin Pest Control arrived at a business model that worked for them, sharing their successes and failures along the way in developing a residential mosquito control program that ultimately enhanced the company's bottom line.
- 2:30 p.m.-3:30 p.m. **Professional Lawn Care**
Anthony Massey, President, **Massey Services**
Less than 20 percent of the industry's pest management companies offer lawn care services, but for those that have taken the plunge it's made a significant difference in their business. We asked Anthony Massey, president and chief operating officer of Massey Services, will talk about the risks and rewards associated with entering this highly competitive marketplace.
- 3:30 p.m.-3:45 p.m. **Break**
- 3:45 p.m.-4:45 p.m. **The Art of Cross-Selling Services**
Steve Good, Vice President, Terminix International
Servicemaster, parent company of Terminix International, owns and operates a number of service businesses, including structural pest control, house cleaning services, and home security systems, which it cross-markets to its customers across the country and the globe. Learn the "do's and don'ts" of cross-marketing consumer services from someone who has "been there and done that" – Steve Good, marketing manager for Terminix International.
- 4:45 – 5:30 p.m. **Sponsor Roundtable Discussion**
You've seen the advertisements. You've heard the testimonials. In this question-and-answer session, ask the hard questions of industry product suppliers about how they can help you grow your revenues and enhance your bottom line through various add-on service offerings.
- 5:30-6:30 p.m. **Cocktail Reception**

Friday, February 13, 2009

Business Planning & Market Expansion

Commercial Pest Management Market Opportunities

- 7:00-8:00 a.m. **Continental Breakfast**
- 8:00-9:30 a.m. **Strategic Business Planning: Laying the Groundwork for Growth**
Dan Gordon, President, PMP Wealthbuilders
Growing your business isn't easy, but it's essential to building personal wealth. However, there's a right way and a wrong way to do it, particularly when building your business through expanded service offerings. Dan Gordon, president of PMP Wealthbuilders, Newton, N.J., lends his insights about the difference between "smart growth" and simply growing your business for the sake of growth.
- 9:30 – 10:30 a.m. **Breaking Into the Commercial Market: What You Need To Know**
Brad Chalk, PCT Editorial Contributor
At \$2.1 billion, the commercial pest market is a vast and growing opportunity for pest management companies of every size. Scan the Yellow Pages and you will see that most of your competitors offer commercial service. The opportunity is real but not a free ride. Industry consultant Brad Chalk details the 10 most common problems residential service companies make when they decide to "go commercial."
- 10:30-11:30 a.m. **Food Plant Pest Control: How To Get Started**
Pat Hottel, Technical Director, McCloud Services
It can be daunting to approach a food-processing plant about providing pest management services, but it doesn't have to be. Pat Hottel, technical director, McCloud Services, Chicago, Ill., has helped build the company's reputation on meeting and exceeding the expectations of these highly discerning customers.
- 11:30-11:45 a.m. **Conference Wrap-Up**
Dan Moreland, PCT Media Group
- 11:45 a.m. **Adjourn**