



# 61st Annual Pacific Northwest Pest Management Conference

[www.nwpmc.org](http://www.nwpmc.org)



**MARCH 4-6, 2010**

## **CREATING VALUE HOW TO DELIVER YOUR VALUE MESSAGE AND RETAIN CUSTOMERS**

### **Thursday, March 4, 2010**

- am Recreation Activities
- 4:00pm Registration
- 5:30pm Welcome Reception  
*Sponsored by Univar & PNWPMC Board*

### **Friday, March 5, Management Day**

- 8:00am Welcome
- 8:15am NPMA Update - *Raleigh Jenkins*
- 8:30am Recession Driven Customer Retention Programs, -*Raleigh Jenkins*
- 10 to 10:15am Break
- 10:15am Using Technology to Drive Technician Productivity and Quality - *Justin McCauley*
- 11:15am Using the New NPMA Survey to Create Financial Metrics & Benchmarks  
- *Joanne Tank*
- 12:15 to 2pm Lunch
- 2:00pm Marketing to and Communicating with Customers, Real World. - *Cindy Mannes*
- 3:15 to 3:30pm Break
- 3:30pm State Association Meetings:  
WSPCA  
OPCA
- 5-6:30 pm Reception  
*Sponsored by Target Specialty Products*
- 5-6:15PM Silent Auction
- 7:00pm Banquet & Auction (Semi-formal attire)

### **Saturday, March 6, Technical Day**

- 7:30am PNWPMC Board Meeting, **all attendees** are encouraged to attend.
- 7:50am Welcome
- 8:00am Service Programs that Keep Customers from Cancelling, - *Darren Van Steenwick*
- 9:20 to 9:40am Break
- 9:40am Ant Research Update - *Dr. Laurel Hansen*
- 11:00 to 11:10am Break
- 11:10am Newest Bedbug Details - *Gail Getty*
- 12:00 to 1:30pm Lunch

#### **Breakout Session \* Choose One\***

- 1:30 to 2:30pm Understanding and Communicating Risk Reduction. - *Dr. Allan Felsot*
- 2:30 to 3:30pm Choosing the Correct Products for your IPM Program - *Gail Getty*

OR

1:30 to 3:30pm Jenkins, Mannes, McCauley, and Tank will be available for an informal "Retaining Customers" panel discussion. This is open forum so bring your questions. Pull from these resources to help refine and grow your business.

- 3:45pm Raffle, Door Prizes & Close