

Schedule at a Glance



Tuesday, Jan. 5

10 a.m. – 2 p.m. User Group Training: Participating suppliers offer additional user training before the official start of the conference.

11 a.m. – 6 p.m. Registration

2:30 p.m. – 4 p.m. The Next Tech Paradigm Shifts That Will Change Your World: Peter Leyden, of Reinventors, draws from his two decades in Silicon Valley to explain what everyone needs to know about the digital revolution and its next phases. See p. PT7 for more details.

4 p.m. – 5 p.m. Disruptive Technology: This panel discussion will cover technology pitfalls to be avoided and new technologies that might affect the industry in the future. Panelists include Dennis Jenkins, ABC Home & Commercial Services; *Pest Management Professional (PMP)* columnist Ray Johnson, Johnson Pest Control; Justin McCauley, McCauley Services; and Court Parker, Bug Busters.

5 p.m. – 6:30 p.m. Reception & Exhibits

Wednesday, Jan. 6

7 a.m. – 8 a.m. Breakfast & Exhibits

7:30 a.m. – 3 p.m. Registration

8 a.m. – 9:30 a.m. Untethered Marketing: How to Effectively Use Mobile to Market Your Business: John Foley Jr., of interlinkONE, explains mobile marketing, technology, and what is and is not working for pest businesses today. See p. PT10 for more details.

9:30 a.m. – 10 a.m. Group Discussion: Mobile Technologies: Facilitated by John Foley Jr., interlinkONE

10 a.m. – 10:30 a.m. Refreshment Break & Exhibits

10:30 a.m. – 11:30 a.m. Choosing the Right Device (Android vs. iOS): Rollins Inc.'s Lee Crump and Thomas Tesh cover the differences between Android and iOS operating systems and devices, and review their strengths and weaknesses.

10:30 a.m. – 11:30 a.m. On the Road: Using Technology to Increase Sales and Efficiency: Matt Beckwith, Clark Pest Control; Cleveland Dixon, Holiday Termite & Pest Control; and Bobby Jenkins, ABC Home & Commercial Services; will discuss what mobile equipment and programs they've used in the field to increase efficiency, save on costs and create a more streamlined system.

11:30 a.m. – 1 p.m. Lunch & Exhibits: Sponsored by PestRoutes, ServicePro and WorkWave

1 p.m. – 2:30 p.m. General Session: Wearables for the Service Industry: Hear from a panel of company experts about wearable technology already available and what the future holds.

2:30 p.m. – 3 p.m. Group Discussion: Mobile Wearables

3 p.m. – 3:15 p.m. Refreshment Break & Exhibits

3:15 p.m. – 4:15 p.m. Office Technologies to Maximize Income Potential: Michael Cadenhead, Cadenhead Services Pest Control; Pete Putterman, Oliver Exterminating; and Scott Steckel, Varment Guard Environmental Services; discuss the multiple ways you can streamline office operations and save time, paper and money.

3:15 p.m. – 4:15 p.m. What You Need to Know about Compliance and Security: Megan Delany, Dentons US and Chester Richie, WorldPay, discuss how PMPs can protect themselves from liability and secure their information from online hackers.

6 p.m. – 7:30 p.m. Reception | Tech Museum of Innovation

Thursday, Jan. 7

7 a.m. – 8 a.m. Breakfast & Exhibits

7:30 a.m. – Noon Registration

8 a.m. – 9:30 a.m. General Session: How Big Data Can Help Your Business: Consultant David Strom will go beyond the hype and get down to the practical matters of how the techniques of Big Data can be used to increase profits, understand customers, and deliver better and timelier services. See p. PT12 for more details.

9:30 a.m. – 10 a.m. Group Discussion: Big Data: Facilitated by Consultant David Strom

10 a.m. – 10:30 a.m. Refreshment Break & Exhibits

10:30 a.m. – 11:30 a.m. Predictive Analysis to Anticipate Future Outcomes: Tyler Kizerian, Lava Surf, explains simple ways to increase your exposure to potential customers, and learn their purchasing styles to make them permanent customers.

10:30 a.m. – 11:30 a.m. Increase Sales through Customer Data You Already Have: Kevin Burns, Arrow Exterminators and Billy Tesh, Pest Management Systems, will present tried-and-true ways of using your existing data to offer your customers more personalized service.

11:30 a.m. – 1:30 p.m. Luncheon & Closing General Session: Lessons Learned: A discussion by Richard Estrada, ATCO Pest Control; Dennis Jenkins, ABC Home & Commercial Services; and Garrett Thrasher, Thrasher Termite & Pest Control; will focus on their successes and challenges of implementing new technologies in their pest management businesses.