

**NEW** **M.A.P.** **ANNOUNCEMENT**  
**Manager's Advancement Program**

- \* Speed Dating Hour w/participating Vendors
- \* 4 classes plus panel Discussion w/ All **M.A.P.** Speakers

**Track for Managers and Owners Sign up NOW! \***

\*Indicate participation on the Conference Registration Form

**SCHEDULE** 3—GA HPC credits

■ THURSDAY, OCTOBER 3



**SAM**

7:00-8:00am Breakfast - **M.A.P.** participants only—[Room 309] sponsored by Mattress Safe  
 8:30-9:30am Keynote Speaker - All to Attend—[Ball Room] Dr. Philip Koehler sponsored by Syngenta  
 9:40-10:40am - [Room 309] **MARKETING** *"Navigating the Turbulent Waters of Gaining New Customers"*  
 This class will cover some of the fundamental expectations from customers and how to find the right "marketing fit". [1 CEU — HPC]  
 SPEAKER: **Sam Adams, the owner, operator, developer of Bydand Digital, LLC.** An exclusive software solutions firm that has been at the leading edge of innovative local business solutions. Over the course of 15 years he has personally designed and fulfilled over 1,000 marketing strategies responsible for hundreds of millions of dollars of realized revenue.



**PAT**

10:50-11:50am - **Speed Dating with Vendors** - [Exhibit ] - **Face to face time with exhibitors. Learn new products and services. Time for uninterrupted Q's & A's.**  
 11:50am-1:30pm Lunch in Exhibit Hall - **M.A.P.** participants to be released first  
**(1:00pm GUEST APPEARANCE w/Commissioner Gary Black—[Room 309])**  
 1:30-2:30pm - [Room 309] **HUMAN RESOURCES** *"Your Guide to Finding & Keeping Good Employees"*  
 In Hiring Superstars you will learn where to look for great employees, what qualities to look for, and how to keep them once you get them on board. HINT: You've got to be the kind of company where great people want to work. So, bring a mirror! [1 CEU — HPC]  
 SPEAKER: **Pat VanHooser with 45 years** in the industry, Pat has been a technician, manager, training specialist and coach to her employees as well as other pest professionals who have asked for her help. The pest field has taken her around the world – even Afghanistan where she worked as a civilian contractor keeping our soldiers safe from pest-borne diseases. Pat has a wealth of personal experience in running companies in an ethical and profitable way.



**TERRY**

2:40-3:40pm - [Room 309] **OPERATIONS** *"Traversing a Sea of Regulations-What You Don't Know, Can Sink Your Ship"* Find out what OSHA regulations apply to your business and learn about the "Big 3" violations of the Rules of the Georgia Structural Pest Control Commission. [1 CEU — HPC]  
 SPEAKER: **Terry W. Bowen, BCE Terry is a Board Certified** Urban and Industrial Entomologist and has been in structural pest management Industry since 1982. He is the owner of Bowen Consulting Enterprises where he offers products and services to individuals and companies in the structural pest management industry.



**JEFF**

4:05-5:05pm - [Room 309] **FINANCE** *"Hidden Treasures in the New Tax Code"* R  
 Discover ways to save tax expenses and gain profit. You could be leaving money on the table!  
**[No Credit]**  
 SPEAKER: **Jeff Swaney Jeff is a consultant for Jeff Swaney Consulting Group.** He is a focused business builder with a highly entrepreneurial approach. He enjoys building businesses both in revenues/profits and in culture. Jeff's objective is to create an amazing organization that not only maximizes the wealth of the owner, but also employs the science of human behavior in developing a high performance, employee centered culture.

5:15-6:16pm - [Room 309] **Panel Discussion with All M.A.P. Speakers** | *This is optional*