

# **Direct Line Sales**

## **Rodent and Wildlife Control Seminar Best Western, Milton, ON November 17, 2009**

- 8:30:** Coffee
- 9:30:** New Products : John Howlett – Welcome and thank you to our clients. John will take a look at new products.
- 10:00:** Rodent Biology and Control Strategies – John Schwerin, Bell Labs, Madison, Wisconsin – John has been with Bell for over 2 decades and is a wealth of knowledge in the field of Rodent Control. It's a rare opportunity to see him speak in Canada. John will concentrate on using the rodents biology to implement effective control strategies.
- 11:00** Challenging Rodent Control Situations in Commercial Accounts – Dean Stanbridge – An elusive mouse or rat can be a frustrating experience in a restaurant, grocery store or an audited account. Every account is s unique blend of construction, outside factors and internal challenges. There is a wide variety of control devices available but what combination will work best for your situation?
- 12:00** Lunch
- 1:00** Leaf Defier – Tim Croll, Monzi Corp., New Jersey - This new product may change the way you look at your clients homes. Tim will take you through the marketing and selling techniques to add thousands of dollars to your bottom line with this product that is taking the US pest management industry by storm.
- 2:00** Wildlife Control Strategies – Mike Givlin, VP. Steritech Wildlife Division – Many companies look at wildlife and run the other way. Mike will show you how wildlife can be challenging yet rewarding. Mike has spent over 2 decades dealing with nuisance birds and wildlife in some of the largest airports and commercial accounts in North America.