



# PCOC EXPO 2018

## SCHEDULE

**JUNE 20 - 22, 2018  
HARRAH'S RESORT & CASINO  
SOUTH LAKE TAHOE, NEVADA**

**CONVENTION • EXHIBIT • CONTINUING EDUCATION**



**P**EST  
**C**ONTROL  
**O**PERATORS OF  
**C**ALIFORNIA

# PCOC's 2018 EXPO

## SCHEDULE OF EVENTS

\*SCHEDULE SUBJECT TO CHANGE

### WEDNESDAY, JUNE 20

- 7AM to 12PM PCOC Golf Tournament  
12PM to 5PM Registration Desk Open  
2PM to 6PM Committee Meetings

### THURSDAY, JUNE 21

- 8AM to 11AM Board of Directors Meeting  
11:00AM to 11:30AM General Membership Meeting & Annual Elections (In BOD Room)  
11:30AM to 12:00PM Welcome Address (In BOD Room), *Sponsored by* 
- 12:00PM to 4:00PM Exhibit Hall Grand Opening  
12:00PM to 4:00PM Registration Desk Hours  
12:30PM to 1:30PM Welcome Lunch, *Sponsored by*  &  join now: upg.org
- 4:00PM to 6:00PM Silent Auction, *Sponsored by* 

### FRIDAY, JUNE 22

- 7:00AM to 2:00PM Registration Desk Hours  
7:30AM to 8:30AM Opening General Session (Lite Breakfast included)  
8:30AM to 9:30AM **Dr. Jerome Goddard, PhD.**, *What does the Future of Pest Control Look Like?*  
9:30AM to 10:15AM **Brian Leahy, Director of California Department of Pesticide Regulation**  
10:30AM to 11:30AM **Andy Architect, NPMA & Dominic DiMare, DiMare, Brown, Hicks, Kessler, LLC**, *Legislative Panel*
- 11:30AM to 2:30PM Exhibit Hall Hours  
11:45AM to 12:45PM Lunch with the Exhibitors, *Sponsored by* 
- 1:00PM to 2:00PM Session 1 CE Classes  
**Dr. Niamh Quinn, PhD**, *Application to Acquisition: Rodenticide & the Professional Applicator*  
**Dr. Robert Budd, PhD**, *DPR Pyrethroid Update*
- 2:15PM to 3:30PM Session 2 CE Classes  
**Gail Getty, NPMA**, *Impact of New Legislation, Industry Guidelines and the Legal Environment on Current Pest Management*  
**Janet Rowley, Douglas Products**, *Vikane Regulatory Update*
- 6:30PM to 7:30PM President's Reception, *Sponsored by* 
- 7:30PM to 9:30PM Installation Banquet, *Sponsored by* 



## Keynote Speakers



### **Dr. Jerome Goddard, PhD, Entomology Professor at Mississippi State University**

After 20 years in public health entomology at the Mississippi Department of Health, Dr. Jerome Goddard is now an Extension Professor of Medical and Veterinary

Entomology at Mississippi State University in Starkville. He has published over 180 scientific papers and 11 books. One of his medical textbooks, "The Physician's Guide to Arthropods of Medical Importance" is in its Sixth Edition (20 years continuously in print) and is used by physicians worldwide. It recently won "Highly Commended" in the British Medical Association's Best Medical Book of the Year contest. Dr. Goddard has been a valuable asset to the entomological and pest control industry for the past three decades, primarily by speaking at training events around the country on a wide variety of pest-related issues. Over the 5-year period from 2008 through 2012, Dr. Goddard spoke to over 19,000 people at conferences in 23 states and the United Kingdom. He has appeared on the Colbert Report and been featured in Reader's Digest, and on the Learning Channel.



### **Andrew M. Architect, National Pest Management Association**

Mr. Architect has been employed with the National Pest Management Association since 2004. He is currently the Chief Industry Relations Officer for the Association

and oversees the technical, policy, certification and resource departments. As part of his responsibilities, Andy advocates for smart industry policy initiatives and the federal, state and local level. Additionally, Mr. Architect has served as the Executive Director for the North Carolina Pest Management Association for the last 4 years. Prior to working with the NPMA, Mr. Architect was employed in the private equity industry, working for BF Saul Company in Crystal City, VA. A Northern Virginia native, Andy attended Clemson University in Clemson, South Carolina where he received his major in Marketing and Communications and a minor in Modern Spanish Language.



### **Brian R. Leahy, Director of California Department of Pesticide Regulation**

Brian Leahy was appointed director of the California Department of Pesticide Regulation (DPR) on Feb. 2, 2012, by Governor Brown. Prior to joining DPR, Mr. Leahy served as assistant director for

the Division of Land Resource Protection in the California Department of Conservation for five years. Mr. Leahy served as executive director for the California Association of Resource Conservation Districts from 2004 to 2006 and executive director for the California Certified Organic Farmers from 2000 to 2004. In 1980, he became one of California's pioneering organic and biodiversity farmers when he took over operations of Cherokee Ranch Inc., a 900-acre rice farm in Butte County that converted to organic farming practices. A native Californian, Mr. Leahy grew up in Ontario. He earned a Juris Doctorate degree and has worked as a Legal Aid attorney.



### **Dominic DiMare, Partner & Legislative Advocate at DiMare, Brown, Hicks, Kessler**

Dominic was raised in, and around, a thriving California-based family produce company and learned every aspect of the family enterprise from the ground up. His experience lead him to the halls of the

California State Capitol where he used his background to help educate legislators, advocate for the industry and eventually represent more than 16,000 business members before the Legislature and Administration as the Vice-President of Governmental Affairs for the California Chamber of Commerce (CalChamber). Prior work experience includes: Legislative Director for Assemblymember Dennis Cardoza, (D- Atwater) where Dominic was responsible for managing the Assemblyman's legislative agenda; Consultant to the Assembly Committee on Agriculture, where he was the lead for policy analysis and drafting and resolving disputes between interested parties; and Lobbyist for the Agricultural Council of California, an association that represents agricultural cooperatives. Dominic earned a Bachelor of Arts degree in History and Public Communications from American University in Washington D.C. and a Juris Doctorate from the McGeorge School of Law, University of the Pacific.

## Breakout Session Speakers



**Dr. Niamh Quinn,  
PhD, Area  
Vertebrate Pest  
Advisor, University of  
California, Agriculture  
and Natural  
Resources**

Niamh Quinn is the new University of California Cooperative Extension Human-Wildlife Interactions Advisor, based at the South Coast Research and Extension Center in Irvine. She facilitates interactions and information exchange among campus based academics, CE advisors and community stakeholders. Her focus is directed on the coordination of Cooperative Extension programming regarding human-wildlife conflicts, particularly within the residential and industrial areas within Southern California where significant human-wildlife conflicts are occurring with concentration in Los Angeles, Orange, and San Diego Counties. Human-wildlife conflicts include increasingly critical issues such as negative impacts of wild or feral mammals and birds in agricultural production, food safety, public health and safety, forestry and natural resource conservation. Niamh's previous research efforts have focused on human-wildlife conflicts in California nut crops and lowland rice ecosystems in Southeast Asia. She earned a BS in zoology and PhD in small mammal ecology, both from National University of Ireland, Galway.



**Dr. Robert Budd, PhD, Senior  
Environmental Scientist,  
Environmental Monitoring  
Department, California  
Department of Pesticide  
Regulation**

Robert received his Ph.D. in Environmental Science in 2009 from the University of California at Riverside. Since then he has been a lead scientist at the Department of Pesticide Regulation as part of the Surface Water Protection Program. His primary duties include investigating pesticides in urban runoff and developing mitigation strategies to reduce their ecological effects on aquatic ecosystems.



**Gail Getty, Research  
Entomologist &  
Consultant**

Gail Getty has over 30 years experience conducting scientific research on urban insect biology, ecology, chemical ecology and behavior, including lecturing throughout the United States and overseas, expert witness consulting and consulting to various stakeholders in structural pests. Gail received her BS in Entomology from the University of California, Berkeley in 1992. She continued her education at UC Berkeley and received her MS in Wood Science and Technology in 1996. She is a Board Certified Entomologist with the Entomological Society of America. She is currently serving on the National Pest Management Association's Technical Board. She has also served as an expert witness in numerous bed bug, termite, beetle and cockroach litigation. Gail Getty has made numerous media appearances, such as, MSNBC Nightly News with Brian Williams in May 2007.



**Janet Rowley, International  
Business Leader, Pest  
Management Division, Douglas  
Products**

Janet has been involved working with Pest Control and specifically fumigation for the last 32 years. Now representing Douglas Products for the last couple of years with the sale of the fumigation business and thirty years with Dow Chemical in various commercial functions from selling, marketing and product development of Vikane and ProFume.