CHARLOTTE ➤ DECEMBER 3-4, 2026

UNITED WE STAND

AGENDA

DAY 1 - THURSDAY DECEMBER 3

7:00 - 8:00 Breakfast (included in registration fee)
Sponsored by PCO Bookkeepers and M&A Specialists and Target Specialty Products

8:00 - 8:15 NCPMA Kickoff

8:15 - 8:20 Welcome – Presenting Sponsor – Avoca

8:20 - 8:50 Keynote – Seth Garber
Sponsored by Envu and VM Products

8:55 - 9:45 **Session 1 – Leveraging AI: The future of AI-assisted office environments**

9:45 - 10:00 Q&A/Discussion

10:00 - 10:15 Break
Sponsored by Crawlspace Depot, Corteva, Ensystex and Syngenta

10:15 - 11:20 **Session 2 – Finding Talent: Building 5-Star teams – What part of your recruiting process needs improvement?**

11:20 - 11:50 Q&A/Discussion

Noon - 1:00 Lunch
Sponsored by Forshaw

1:00 - 2:00 **Session 3 – Business Valuations: What affects my multiple and why?**

2:00 - 2:15 Q&A/Discussion

2:20 - 3:15 **Session 4 – Growth Mindset Culture: Top 5 focus points for implementation**

3:15 - 3:30 Break
Sponsored by Crawlspace Depot, Corteva, Ensystex and Syngenta

3:30 - 4:25 **Session 5 – When to Expand – How to begin to scale – When is the best time?**

4:25 - 4:30 NCPMA Wrap Up

5:00 - 6:00 Cocktail Reception on site
Sponsored by Marsh Agency, WP Supply and Your Crawlspace

DAY 2 - FRIDAY DECEMBER 4

7:00 - 8:00 Breakfast (included in registration fee)
Sponsored by PCO Bookkeepers and M&A Specialists and Target Specialty Products

8:00 - 8:10 Recap and Intro to Day 2

8:10 - 8:15 Word of the Day – Presented by Avoca

8:15 - 9:15 **Session 6 – Profit Levers: Top 5 most impactful modifications to your business**

9:15 - 9:45 Q&A/Discussion

9:45 - 10:00 Break
Sponsored by Crawlspace Depot, Corteva, Ensystex and Syngenta

10:00 - 11:00 **Session 7 – Technology and Marketing: What is working in both segments to grow our businesses?**

11:00 - 11:30 Q&A/Discussion

11:30 - 11:45 NCPMA Wrap Up

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Session Topics

SESSION 1 – Leveraging AI: The future of AI-assisted office environments
Let's talk about all things AI with one of the leading developers of virtual agents, call transcription services and call tracking/dashboards in our industry.

Speakers: Madi Allen, x-rai labs

SESSION 2 – Finding talent: Building 5-Star teams
Recruiting, retention and helping our team members develop into the next leaders of our organization. Tell us how.

Speakers: Seth Garber, CEO of Pest Daily; Steve Good, President at Good Solutions; & Erin Richardson, President at All American Pest Control, Nashville, TN

SESSION 3 – Business Valuations: What affects my multiple and why?
Private Equity interest. Strategic interest. What should we, as pest control owners, be measuring and focusing on? Growth. Profit. EBITDA – what is it?

Speakers: Nick Bartolo, Essential Partners, Wealth Advisor & Tax Strategist & Dan Gordon, PCO Bookkeepers and M&A Specialists

SESSION 4 – Growth mindset culture: Top 5 focus points for implementation
Maintaining a healthy sales culture year after year is important for growth and saves big money. Learn and understand more about metrics, expectations and keys to success from industry leaders.

Speakers: Jeff Dunn, Co-President of Northwest Exterminating; Curtis Rand, President of Rose Pest Solutions; Seth Garber & Erin Richardson

SESSION 5 – When to expand – How to begin to scale – When is the best time?
When is the right time to take the leap and open an additional branch? What should that branch look like on day 1? If we build it, will the clients simply come?

Speakers: Curtis Rand, Jeff Dunn & Dan Gordon

SESSION 6 – Profit Levers: Top 5 most impactful modifications to your business
Price increase strategies – do they really matter/work? Retention of clients – how much should we focus on this? Knowing and understanding our ROI for our marketing initiatives – are we throwing good money at bad channels?

Speakers: Seth Garber, Dan Gordon & Steve Good

SESSION 7 – Technology and Marketing: What's working to grow our businesses in both segments?
Apps for collecting Google reviews, how marketing and technology are related for us, how to track the effectiveness of campaigns.

Speakers: Ka Tsu, Avoca & Michaela Meigs, Social Media Manager with Pest Daily

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