



NIR's 2011 Spring Regional Workshop

March 1, 2011
Richmond, VA

March 1st is the date for this year's 2011 Spring Regional Workshop to be held in Richmond, VA This event is sponsored by the NIR to give members an opportunity to learn from experts and peers in a casual atmosphere that involves interaction and an open exchange of ideas.

BEDBUGS AND SOLUTIONS

Bedbugs Can Provide New Marketing Opportunities for Your Business

Think about it.... No nursing home, hotel, university, or private property owner wants a pest-control truck treating for bed bugs on there property... But a contractor's truck? That's a totally different matter.

With the national attention being given to the problem of bedbugs, businesses in the hospitality industry are desperate to take action at any signs of problems discretely and without publicity. That's why learning how to handle bedbugs could be your ticket to more business with new clients.

One of the nation's foremost experts on bedbugs will be the featured speaker at NIR's 2011 Spring Regional Workshop on March 1 in Richmond VA. Dini Miller, Ph.D., who is a professor at Va. Tech and the state's Urban Pest Management Specialist, will talk about ways to control these persistent pests.

Why should a restoration contractor care about bedbugs? Because if you take care of a business owner's urgent problem, you could be first on the list for the next restoration or remodeling job.



Dini M. Miller Ph.D. at a glance:

Dini Miller, an expert on pest control, is a professor of entomology at Virginia Tech University and the Urban Pest Management Specialist for the state of Virginia. In that capacity, Dr. Miller is working with groups throughout the state to adopt integrated pest management (IPM) techniques to control indoor pests. IPM methods attempt to minimize the use of pesticides in buildings.

Her current research focuses on bed bug biology and control; techniques for controlling cockroaches, ants and subterranean termites; and the costs and benefits of using integrated pest management techniques in public housing.

A graduate of UCLA, Dr. Miller earned her M.S. and Ph.D. from the University of Florida.

Other speakers for this workshop:

John Lusher: Putting Social Media to Work for Your Business

Walter L. Lumpp: Understanding Business Financial Analysis

Questions? Call 434-973-4200 or email jeff@nir-inc.com