



Business Development Workshop

Location: Embassy Suites by Hilton
13700 Conference Center South
Noblesville, IN 46060
317-674-1900

Date: Wednesday, February 20, 2019

Time: 8:30-2:30

Presented by: IPMA/BASF/ Univar

Topics:

- Managerial Accounting
- Marketing
- Pricing for Profit

What You Will Learn:

- Understanding managerial accounting aimed at helping managers make better decisions.
- Business management concepts explained in plain English.
- How to identify the actual price of doing business.
- How to make money on purpose rather than by accident.
- How to raise prices and profitability, calculate hourly rates and earn premium prices.

SPEAKER: Paul J Bello is president of PJB Pest Consulting & Education. He has over forty-two years of industry experience as a licensed pest professional since 1976 and is a former student of Dr. Austin M Frishman. He has owned his own company and served as technical director and manufacturer's technical representative. His articles have appeared in PMP and PCT magazines and his books *The Bed Bug Combat Manual* and *The Cockroach Combat Manual II*, which he co-authored with Dr. Frishman, have been successful and well-reviewed publications. In addition to his pest management education and experience, Paul holds an MBA in Accounting and has the unique ability to explain business management concepts such as pest professionals are able to understand this important information.

Cost: **IPMA Members** \$85.00
Additional attendees from same company \$65.00
Non Members \$125.00
Additional attendees from same company \$105.00

Special: Copies of *The Cockroach Combat Manual II* will be available for purchase for \$29.95 on site.

Registration: See attached form—SPACE IS LIMITED, REGISTER TODAY!

Questions: Doug Foster-812-372-3212 (doug@burtspestcontrol.com)

Pre-Registration Business Development Workshop
Presented by: IPMA/BASF/ Univar

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Company Name: _____

Address: _____

Phone Number: _____

Contact e-mail: _____

Attendee Name: _____ Fee \$ _____

Attendee Name: _____ Fee \$ _____

Total Fee: _____ \$ _____

Please submit your pre-registration and the appropriate fees prior to January 31st, 2019 to:
Indiana Pest Management Association
P.O. Box 3926
West Lafayette, IN 47996

Check:

Credit Card Payment: **Visa** **MasterCard**

Name on Card _____

Expiration Date: _____ **Card#** _____

Billing Address _____ **City** _____

State _____ **Zip** _____

(If different than above)

Signature _____