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Agenda

10:30 am – 11:00 am **Registration and Connections**

11:00 am – 11:15 am **Welcome by MSPCA President, Brett Lieberman**

11:15 am – 12:15 pm **The Importance of Middle Manager Training and Development**

Presented by Phil Cooper, AcceleratedGrossProfit.com

Middle managers are the backbone of any successful operation. In this high-impact session, Phil Cooper shares a proven framework to develop entry- and mid-level managers into high-performing leaders. Learn how to create programs that drive consistent execution, increase gross margin, and identify future leaders with confidence.

What You'll Learn:

- How to build a results-driven manager development program
- Ways the Accelerated Gross Profit Program boosts margin by 2–4%
- The 4 Key Attributes that identify emerging leadership talent

Leave with a toolkit to strengthen your team and drive real business growth

12:15 pm – 1:15 pm **Lunch and Connections** Sponsored by



1:15 pm – 2:10 pm

Smarter Service: Using AI in Your Pest Control Business

Presented by Courtney Carace, Pest-End & Brett Lieberman, My Pest Pros

AI is changing pest control from the inside out. In this session, you'll learn how businesses are using artificial intelligence to streamline operations, enhance marketing, improve customer communication, and increase safety. No matter your company size or experience level, you'll walk away with practical ideas you can start using right away.

What You'll Learn:

- How AI is being used in everyday pest control operations
 - Tools and technologies that improve efficiency and communication
 - Actionable steps to begin using AI to work smarter—not harder
- Don't miss this chance to future-proof your business and gain a competitive edge.*

2:15 pm – 3:10 pm

Getting into the Nitty-Gritty of Marketing Presented by Cody Barbour, Baton

Marketing is often overlooked when you're wearing multiple hats—but it's a vital growth engine for any company. In this session, Cody Barbour digs into the roots, branches, and leaves of marketing to help you better understand your brand, your reach, and your results. You'll gain clarity on the difference between branding and digital marketing, what ROI should actually look like, and how to track and optimize your efforts.

What You'll Learn:

- The full spectrum of marketing options available to your business
- How to track and calculate marketing ROI the right way
- How to apply real-world marketing insights to grow your brand

Leave with actionable strategies and a clearer path to building a smarter, stronger marketing arm for your company.

3:10 pm – 3:30 pm

Break

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3:30 pm – 4:25 pm

Fleet Smarts: Turning Vehicles into a Competitive Advantage

Presented by Tyler Anderberg, Enterprise Fleet Management

Fleet operations can be a hidden driver of cost—and opportunity. This session, designed for pest control professionals, covers key fleet management strategies including telematics, maintenance programs, and vehicle cycling. Whether your fleet is large or small, you'll gain actionable ideas to boost performance, reduce downtime, and make your vehicles work harder (and smarter) for your business.

What You'll Learn:

- Identify fleet strategies that reduce downtime and drive efficiency
- Learn how to apply telematics and maintenance tools to improve vehicle and driver performance
- Discover how strategic cycling can help control costs and boost long-term ROI

Walk away with actionable ideas you can implement right away—because every mile counts.

Join us after the Business Building Blocks for a FREE social!



Located at Hudson Coastal, 11811 W Marketplace, Fulton, MD 20759

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NATIONAL PROGRAMS



Upcoming Events

- Oct. 2, 2025 **Western MD Recertification Webinar**
via Zoom
- Nov. 19, 2025 **MSPCA Board and Annual Meeting & Dinner**
Yellow Fin Steak & Seafood, Edgewater, MD
- Jan. 28 & 29, 2026 **Interstate Pest Management Conference**
Maritime Conference Center - Linthicum Heights, MD

MSPCA Board Elections

The 2025 Board Elections will be conducted at the Annual Meeting being held on November 19,

2025, location to be determined. Are you interested in participating in the leadership of MSPCA? If so, please submit your nomination form by November 1, 2025.

MSPCA is an association, governed by an elected board of directors, supported by appointed committees, and led by elected officers. Any eligible MSPCA member in good standing may be nominated to serve as a board or committee member. The Nominating Committee will review all director nominations and recommend approved candidates to the Board. Election of new Board Members is conducted at our Annual Meeting each year (this year on Nov. 19, 2025), in accordance with the Association's bylaws. Members interested in serving on an appointed committee are also invited to submit a nomination form. Committee appointments are the responsibility of MSPCA's president.

SCAN with your phone for more information or to register!

