



ENCOURAGE. EDUCATE. PROMOTE.

United We Stand

Agenda

November 2025

Day 1 - Wednesday Nov 19:

10:00 - 2:00 Golf at Grandover
3:00 - 4:00 NCPMA Board Meeting
5:00 - 6:30 Social Hour

Day 2 - Thursday Nov 20:

8:00 - 8:10 NCPMA Kickoff
8:10 - 8:30 Nick Bartolo
8:30 - 9:30 Session 1
9:30 - 10:00 Q&A/discussion
10:00 - 10:15 Break
10:15 - 11:15 Session 2
11:15 - 11:45 Q&A/discussion
11:45 - 1:00 LUNCH
1:00 - 2:00 Session 3
2:00 - 2:30 Q&A/discussion
2:30 - 2:45 Break
2:45 - 3:45 Session 4
3:45 - 4:15 Q&A/discussion
4:15 - 4:30 NCPMA Wrap Up
5:00pm - 6:30pm Cocktail Reception

Day 3 - Friday Nov 21:

8:00 - 8:15 NCPMA Leadership Academy Development Graduation
8:15 - 9:15 Session 5
9:15 - 9:45 Q&A/discussion
9:45 - 10:00 Break
10:00 - 11:00 Session 6
11:00 - 11:30 Q&A/discussion
11:30 - 11:45 NCPMA Wrap Up

Session Topics:

1. Development of a Sales Culture - Inside and out.
 - a. 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 leader, Paul Bergmann.
 - b. Speaker: Paul Bergmann, CEO Anticimex
2. Marketing - AI and modern marketing strategies/tracking ROI
 - a. Marketing for home services has evolved and is evolving faster than most can keep up with. Gain a masterful understanding of the basics of the most impactful uses for AI in our industry/business and how to best measure the impact of your marketing spend.
 - b. Speakers: Donnie Shelton, owner Triangle Home Services & Madi Allen, X-rai
3. Mergers & Acquisitions: A different perspective - When not to sell
 - a. Private Equity interest. The largest brands' motivation to capture market share. Interest rate fluctuations. As the M&A landscape changes, what should we know? When should we sell? Or better yet, what can we do today to add value to our business for a sale down the road? When should we NOT sell?
 - b. Speaker: Nick Bartolo, Essential Partners, Wealth Advisor and Tax Strategist. Brent Agee, CEO AXN Growth Partners
4. People Panel: Finding good people, encouraging conflict and coaching growth
 - a. Hear it from the industry/region's culture gurus! Recruiting, retention and helping our team members to raise their leadership LID, what do we need to know.
 - b. Speakers: Stan Hollingsworth, owner Bug N A Rug Exterminating, Wilmington NC and Paul Bergmann
5. Expansion: When to open a new Branch Office
 - a. So you are thinking about expanding your geographical footprint. What should we know, consider and plan for? Or just go for it? Paul and Stan and Jeff talk expansion and what to know going in and what you may not expect.
 - b. Speakers: Paul Bergmann & Stan Hollingsworth & Jeff Dunn
6. Profit Levers: How small changes may result in big profit swings!
 - a. Financially speaking, the reason we do what we do is to make money. What small changes are we potentially overlooking that may make a substantial impact on profit? What do these strategies mean to you? Are you more resistant to change than putting more money in the bank? What sense does that make?
 - b. Speaker: Jeff Dunn, Co-President, Northwest Exterminating, Atlanta GA and Nick Bartolo

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