

Registration Form

\$595.00 first attendee (\$695 after September 30, 2010)

\$495.00 each additional attendee (\$595 after September 30, 2010)

After September 30, 2010 the price of attendance will increase to \$695.00 for the 1st attendee and \$595 for each additional attendee. Attendees are responsible for travel and lodging expenses. Some meals will be provided by Marathon Data Systems, LLC as indicated on the agenda.

Company _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Attendee Name _____ Title _____

Attendee Name _____ Title _____

Attendee Name _____ Title _____

Attendee Name _____ Title _____

Attendee Name _____ Title _____

Check Enclosed

Contact Me for Payment Information

Authorized Signature _____

Printed Name/Title _____

Choose one of the following methods to register for the PestPac User Conference:

- Call our office at 800-762-0301.
- Fax the completed registration form to 732-938-7951.
- Mail to Marathon Data Systems, LLC, 4810 Belmar Boulevard, Wall Township, NJ 07753
- Register online at www.pestpac.net/userconference2010

Refund Policy. Refunds will only be made if requested in writing. You will receive a full refund if you cancel prior to November 19, 2010. From November 20 - December 3, 2010, 75% refund. After December 3, 2010 no refunds will be issued.

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PestPac Software
MARATHON DATA SYSTEMS

Register Today for the
PestPac User Conference 2010:
The Big Reveal!

**PestPac
User Conference
2010**

The Big Reveal

December 8 - 10, 2010

Planet Hollywood Resort & Casino • Las Vegas, NV

Learn About:

- PestPac Software Features and Their ROI
- PestPac Training offered separately for Basic and Advanced Users
- Mobile Technology Advancements including applications for commercial and multi-unit housing services
- iPhone, iPad and On-Site Credit Card Processing Implementations
- Search Engine Optimization, Marketing and Web Site Best Practices
- How To Use Online Lead Generation Sites such as FindaPestPro.com and ServiceMagic

Keynote Speaker: Matt Moog, Founder and CEO of Viewpoints.com presentation titled "How to Master Social Commerce to Drive Sales, Improve Service and Gain Customer Insight" will teach PestPac Customers how to navigate the world of Online perspectives and reputation.

Participate in our Focus Groups being held in two sessions this year. Session A on Wednesday afternoon and Session B on Friday afternoon. We want your feedback and suggestions.

Call 800-762-0301 to register today!

www.pestpac.net/userconference2010

PestPac Software
MARATHON DATA SYSTEMS

Session Details

Wednesday, December 8

1:00 p.m. – 6:00 p.m. [Registration](#)

2:30 p.m. – 3:30 p.m.

Focus Groups: Session A

The purpose of the Focus Groups is to identify specific long-term trends and immediate feature ideas to help shape the future of PestPac Software. Each attendee can select one Focus Group to attend from Session A, on Wednesday, and one from Session B, on Friday. Marathon Data employees will be on hand to moderate the discussion and take notes on your feedback.

Focus Group: Accounting

Focus Group: Reporting

Focus Group: Routing & Scheduling

3:45 p.m. – 4:45 p.m.

PestPac Mobile 101

Using handhelds provides greater benefit than you can imagine. Find out about the basic benefits, features and implementation strategies of PestPac Mobile handheld software.

Print Best Practices & Expectations

Having literature printed for your company is a requirement, but what should the literature look like and offer to attract the most leads? And if you send literature what return on investment should you expect?

PestPac Software Introduction

Learn how to navigate PestPac screens, add and maintain customer accounts, and post work as complete.

6:00 p.m. – 8:00 p.m. **Welcome Reception**

Keynote Speaker

Matt Moog, Founder & CEO of Viewpoints

"How to Master Social Commerce to Drive Sales, Improve Service and Gain Customer Insight"

Friday, November 21st at 8:30am - 9:30am

Matt Moog is the Founder & CEO of ViewPoints Network a social technology and media company based in Chicago. Viewpoints helps leading retailers and brands positively impact the Triple Bottom Line of Social Commerce –sales, service and insight. The company operates two businesses: The Viewpoints Technology Platform, a hosted technology service that enables Social Commerce, and Viewpoints.com, a leading user reviews and advice website. Nearly 30 million shoppers used these platforms in 2009 and more than 50 million will use them in 2010. Clients include Sears Holdings Corporation, Walgreens, Best Buy, Procter & Gamble, Nintendo, Kitchen Aid, Whirlpool, Kraft and SC Johnson among others.

Matt founded Viewpoints in August 2006 after spending ten years at Q Interactive, the last five as the President & CEO while it was a publicly traded company. Prior to CoolSavings, Matt worked for Microsoft in business development.



Thursday, December 9

7:30 a.m. – 8:30 a.m. **Continental Breakfast**

8:30 a.m. – 8:30 a.m. **Conference Welcome**
Chris Sullens, CEO of Marathon Data Systems, LLC

8:30 a.m. – 9:30 a.m.

General Session: PestPac 2011 Preview

Jason Kochel, CTO of Marathon Data Systems, LLC

Get a sneak peak at the PestPac 2011, powered by Microsoft.NET, and the benefits it will provide to you.

9:45 a.m. – 10:45 a.m.

Introduction to Online Customer Acquisition

When's the last time you used the phone book to find a phone number? It's time to place a heavy importance on acquiring leads via online resources. During our primer you will learn the basics on Online lead sources including sites like FindaPestPro.com and ServiceMagic.

Basic Accounting

Learn how to read the Account history screens, fix basic accounting errors and print your invoices and statements.

PestPac Mobile Commercial Usage

Site Inspection Reports provide your customer with detailed information so you can work together to resolve pest problems quickly. Review how the use of device scanning, deficiencies and site maps can increase your efficiency.

11:00 p.m. – 12:00 p.m.

Advanced Accounting

When do you use an adjustment rather than a credit memo? Find out which accounting tool to use when and how to find mistakes in your data.

Basic Scheduling

Learn how to schedule service orders, use the appointment calendar and print service orders.

SEO & SEM

Get the lowdown on why Search Engine Optimization and Search Engine Marketing are crucial to your business and what best practices you should follow to get the most out of these sources.

12:00 p.m. – 1:00 p.m. **Lunch**

1:00 p.m. – 2:00 p.m.

CRM in PestPac

Customer retention is key to your success. PestPac can help you maintain your relationships and enhance your customers' experiences. (SNEAK PEAK! See how PestPac 2011 CRM will look!)

Company Setup

Otherwise known as "the longest screen in PestPac". Review the options in Company Setup to see if you have PestPac set up the way you want it to run for your organization.

Advanced Scheduling

Use tools within PestPac such as the Visual Route Manager, Quick Scheduler and Geocoding to create the most optimized route for your technicians.

2:15 p.m. – 3:00 p.m.

Inventory Management

Use PestPac to take in inventory to your warehouse, check out inventory to your technicians and manage the day to day levels of inventory in stock.

WebSEO

Learn how to set up your own web site using Marathon's Web Site Template Software. It's as easy as using Microsoft Word!

iPhone App

So your iPhone drops calls if you hold it the wrong... so what! It can also show you all of the residential or commercial addresses around you at any time and whether they are a customer, lead or not affiliated with your company yet. You can add a service order or lead to your PestPac database and see historical information from your iPhone too!

3:15 p.m. – 4:00 p.m.

Lawn Programs

Do you have seasonal Lawn service? Learn how to manage your seasonal lawn service contracts in PestPac.

Ask the Experts

Ask Jason Kochel, Chief Technology Officer, and Tom Gibbons, PestPac Team Member and Power User, anything you want about how to use PestPac!

Sentricon Servicing

Review the features within PestPac for servicing your Sentricon Accounts.

4:15 p.m. – 5:15 p.m. **Dan Gordon**

Always Be Closing

I've got leads coming... Now how do I turn them in to customers? Learn the best practices we've collected from our customer's over the years on closing leads from different sources.

Intermec Demo

Damon Ogando, Intermec Technical Representative, will demonstrate the features of the Intermec handheld device(s) with and beyond PestPac Mobile.

5:15 p.m. – 6:15 p.m. **Cocktail Hour**

Friday, December 10

7:30 a.m. – 8:30 a.m. **Continental Breakfast**

8:30 a.m. – 9:30 a.m.

Keynote Speaker: Matt Moog, ViewPoints

How to Master Social Commerce to Drive Sales, Improve Service and Gain Customer Insight

9:45 a.m. – 10:45 a.m.

Multi-Unit Servicing with PestPac Mobile

Servicing hotels, apartments, dormitories, or public housing? Learn how to use PestPac Mobile to best record the data you collect in different rooms and areas of the building.

Sales Assistant

Want to make sales while your salesteam is asleep? Use the PestPac Sales Assistant to get new customers signed up for your service after hours and/or internally as a scripting tool for your CSR's to close sales during office hours.

Reports

Learn how to get the most out of the reports you run in PestPac. And which reports can give you the most critical information on how your business is doing.

11:00 a.m. – 12:00 p.m.

Web Site Best Practices

Find out what information your web site should have so you get the most leads.

Dashboard

Dive even deeper in to the numbers that help you make key business decisions using PestPac's Executive Dashboard reporting. See Marketing ROI, Customer Retention, Renewal progress and more either in report or graphical format.

Mobile Technical Troubleshooting

Find out how to handle problems that could occur with the handheld hardware in the field. Get the troubleshooting steps they should follow for the most common hardware issues.

12:00 p.m. – 1:00 p.m. **Lunch**

1:00 p.m. – 2:00 p.m.

PestPac Online Virtual Tour

Learn about the infrastructure of PestPac Online, hosted by Sungard, and see how it has evolved over the years to meet growing demands.

Buying & Using Data Lists

Find out how you to choose the parameters for the data lead lists you buy and also best practices for closing the most sales from the lists.

Collections

Review the best strategies for collecting the longest outstanding payments from your customer base. Learn about options within PestPac and available services through our strategic partners.

2:15 p.m. – 3:15 p.m.

Focus Group: Session B

The purpose of the Focus Groups is to identify specific long-term trends and immediate feature ideas to help shape the future of PestPac Software. Marathon Data employees will be on hand to moderate the discussion and take notes on your feedback.

Focus Group: Feedback on PestPac 2011

Focus Group: Mobile Solutions

Focus Group: Customer Relationship

Management within PestPac



www.pestpac.net/userconference2010

Conference Agenda

Wednesday, December 8

1:00 – 6:00	Registration		
2:30 – 3:30	Focus Group: Lawn	Focus Group: Reporting including Dashboard	Focus Group: Routing & Scheduling
3:45 – 4:45	PestPac Mobile 101	Print Best Practices and Expectations	PestPac Software Introduction: Adding Customers, Orders and Posting
6:00 – 8:00	Welcome Reception		



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8:00 – 8:30	Conference Welcome by Chris Sullens		
8:30 – 9:30	General Session: PestPac 2011 – Jason Kochel		
9:45 – 10:45	Intro to Online CA	Basic Accounting	Commercial
11:00 – 12:00	Advanced Accounting	Basic Scheduling	SEO/SEM
12:00 – 1:00	Lunch		
1:00 – 2:00	CRM in PestPac	Company Setup	Advanced Scheduling
2:15 – 3:00	Inventory Management	WebSEO	iPhone/iPad
3:15 – 4:00	Lawn Programs	Ask The Experts	Sentricon Servicing
4:15 – 5:15	Dan Gordon	Always Be Closing	Intermec Demo
5:15 – 6:15	Cocktail Hour		

Friday, December 10

7:30 – 8:30	Continental Breakfast		
8:30 – 9:30	Keynote Speaker – Matt Moog Viewpoints		
9:45 – 10:45	Multi-Unit	Sales Assistant	Reports
11:00 – 12:00	Web Site Best Practices	Dashboard	Technical Troubleshooting Including SOTI
12:00 – 1:00	Lunch		
1:00 – 2:00	Data Center Virtual Tour	Buying & Using Data Lists	Collection
2:15 – 3:15	Focus Group: Feedback on major .NET plan	Focus Group: Mobile	Focus Group: CRM