



**One Stage. Many Brands. Let's Amplify.**

# PLAYBOOK

March 2-4 • San Antonio, TX



# THE SETLIST

<b>KEYNOTE</b>	<b>5 Steps to a Powerful Memory</b>	<b>4</b>
<b>FEATURED PERFORMANCES</b>	<b>Illuminating Profits: Holiday Lighting Sales Panel</b>	<b>7</b>
	<b>Vendor Vibes</b>	<b>8</b>
	<b>Live &amp; Loud: Brand Night Out (Off Site)</b>	<b>9</b>
	<b>Why EOS Works &amp; Why It Matters for Your Business</b>	<b>10</b>
	<b>“Kids These Days” People &amp; Labor Panel</b>	<b>11</b>
	<b>Amp’d Up Awards Dinner</b>	<b>12</b>
	<b>Jam Sessions</b>	<b>13</b>
	<b>Mic Drop!</b>	<b>14</b>
<b>SPARKLE SQUAD &amp; ELITE WINDOW CLEANING BREAKOUTS</b>	<b>Amplify Revenue in 2026!</b>	<b>19</b>
	<b>Sell Smarter: Using Memory to Master Buyer Avatars</b>	<b>20</b>
	<b>The Clean Sweep Tour: Lucid Bots Take the Stage</b>	<b>21</b>
	<b>Unlocking Commercial Growth</b>	<b>22</b>
<b>PEST HUNTERS MOSQUITO HUNTERS BREAKOUTS</b>	<b>Sell Smarter: Using Memory to Master Buyer Avatars</b>	<b>30</b>
	<b>Amplify Revenue in 2026!</b>	<b>31</b>
	<b>Winning Commercial Accounts - A Structured Playbook</b>	<b>32</b>
	<b>Building Audit-Ready Commercial Pest Programs</b>	<b>33</b>

# KEYNOTE

# 5 Steps to a Powerful Memory

DATE & TIME: March 2nd (9:00AM-10:30AM)

LOCATION: The Main Stage (221 C/D)

Ron White will show attendees how to remember scripts, names, & key information more quickly and confidently. The keynote session provides practical tools that help improve recall in conversations, presentations, & everyday interactions.

## About the Speaker



**RON WHITE**

Ron White is a 2-Time USA Memory Champion. He has held the record as the fastest to memorize a deck of cards in the USA. For last 27 years he has traveled the world giving his talk, 'Triple Your Memory - Triple Your Business.'

His strategies have helped people to build relationships by remembering names and faces, remembering what they learn and developing quick, sharp and powerful brains. You may have seen him on the new FOX tv show with Mike Tyson 'Superhuman', Good Morning America, FOX and Friends Morning Show, front page of the Wall Street Journal, CBS Early Show, the History Channel's Stan Lee's Superhumans or dozens more shows over the last decade.

In 2010, University of Texas scientists conducted an MRI on his brain as he memorizes and found that 35% more of his brain is activated when he memorizes than the average person. Ron will share specifically how he does this and how you can engage 35% more of you brain's capability. He is the author of an exciting new memory training program titled 'Black Belt Memory'. His goal is to help everyone meet and remember 100 new people in next 12 months. In his talk, you will learn how to develop a quick, sharp and healthy brain as you use it to be more productive and profitable. Ron served in the US Navy 2002-2010 and completed a tour of Afghanistan in 2007.



# The operations platform built for home service franchising

**Confidence.**  
**Consistency.**  
**Clarity.**

-  Clean, trusted data & real-time insights to run your business with confidence
-  Consistent marketing & lead automation, tailored for local outreach
-  Clarity to focus on growing your business, not wrangling tech

**Built for franchising.**  
**Built for you.**

# **FEATURED PERFORMERS**

# Illuminating Profits: Holiday Lighting Sales Panel & Vendor Spotlight

**DATE & TIME:** March 2nd (2:30PM-4:00PM)

**LOCATION:** The Main Stage (221 C/D)

This panel brings the holiday lighting hits to the main stage. You'll hear from Holiday Bright Lights alongside franchisees who are truly headlining in holiday lighting, the ones on the ground growing, scaling, and refining their programs year after year. These operators are generating six-figure seasonal lighting revenue, and they'll share what's actually working in their markets.

Expect an honest conversation about how they sell, price, staff, and execute profitable lighting programs, plus a deep dive into what's new and next in the lighting space. We'll cover new equipment and products hitting the market, and how to expand your service mix to drive more revenue beyond the traditional season. Come ready to learn, ask questions, and walk away with ideas you can put into play this year.

## About the Speakers

### SCROOGE



Scrooge isn't just the face of Humbug Holiday Lighting - he lives the magic. As the unofficial guardian of glow, he's spent countless seasons "supervising" installs, cheering on crews, and perfecting the art of turning chaos into charm. His larger-than-life personality makes him the ideal guide for a panel all about creativity, craftsmanship, and holiday cheer. With his enthusiasm, twinkling expertise, and unapologetic flair for festive fun, Scrooge brings the perfect blend of inspiration and humor to keep the conversation bright, lively, and unforgettable.

### VASILI FOUKARAKIS



As a Franchise Business Coach, Vasili Foukarakis specializes in turning underperforming franchise owners into disciplined operators who know their numbers, run tight systems, and produce results. With a direct, aggressive coaching style, Coach V cuts through excuses, challenges weak thinking, and holds owners accountable to the standards required to win.

Outside of work, Vasili enjoys spending time with his family, working out, playing and coaching soccer, which strongly influences his coaching philosophy—discipline, preparation, teamwork, and execution under pressure.

# Vendor Vibes: Happy Hour Harmony

**DATE & TIME:** March 2nd (4:00PM-5:30PM)

**LOCATION:** Rhythm & Booths Collective (221 A/B)

Kick off the Vendor Trade Show and keep the momentum going after a full day of learning. This opening event brings vendors and franchisees together for the first time during Nest Fest, creating an easy, high-energy environment to explore new tools, products, services, and solutions across every area of the business. From technology and software to marketing, operations, and equipment, this is your opportunity to start conversations, ask questions, and discover what's new while enjoying drinks and light refreshments.

Consider this the opening set that gets the trade show buzzing and sets the tone for the days ahead.

**Be sure to get your Stage Pass stamped by each vendor for a chance to win 2 FREE Conference passes to Nest Fest 2027!**



# Live & Loud: Brand Night Out

Trade tips, share a laugh, and make the kind of connections that stick.



**IRON CACTUS**  
200 River Walk, Suite 100



**ACENAR**  
146 E. Houston St.

**MARCH 2ND**

**6:30PM - 8:30PM**



# Why EOS Works & Why It Matters for Your Business

**DATE & TIME:** March 3rd (9:00AM-10:30AM)

**LOCATION:** The Main Stage (221 C/D)

EOS has become the operating system of choice for growth-minded entrepreneurs who want clarity, accountability, and results. In this session, EOS Implementer Marc Dispensa breaks down what EOS is, why it works, and how it helps business owners get more done with less chaos. You'll gain a clear understanding of how EOS creates alignment, drives execution, and supports long-term growth, along with insight into how we're applying it across our brands moving forward.

## About the Speaker



**MARC DISPENSA**

Marc Dispensa is an accomplished serial entrepreneur, a revered business coach, and a strategic visionary. Since 2020, Marc has collaborated with over 100 companies, driving remarkable improvements in their strategic direction, execution, and overall outcomes.

As a lifelong entrepreneur, Marc embarked on his entrepreneurial journey at 21. He has since founded and successfully exited three companies in technology and artificial intelligence (AI). Notably, Marc holds nine U.S. patents in AI, a testament to his unwavering dedication to innovation.

Marc is a passionate advocate for small businesses and a strong believer in the power of AI to drive growth. He loves launching new ventures and working closely with business leaders and entrepreneurs, equipping them with the knowledge, tools, and guidance they need to use AI effectively, achieve their goals, and make a meaningful impact in their industries.

When Marc isn't engaged in coaching sessions or speaking at EOS events, he can often be spotted supporting his children at sporting events, vacationing with family, on his boat, or brainstorming his next exciting business venture!

# “Kids These Days” People & Labor Panel

**DATE & TIME:** March 3rd (3:00PM-4:00PM)

**LOCATION:** The Main Stage (221 C/D)

“Kids these days don’t want to work.” We’ve all thought it. This panel takes that belief head-on and replaces it with what actually works in today’s labor market. From job ads that attract the right candidates, to smarter interviewing, to leadership and culture strategies that drive accountability and retention, this conversation covers the full employee lifecycle. You’ll hear from CareerPlug and franchisees who are building strong, reliable teams and keeping them longer. If hiring feels harder than it should and turnover is holding you back, this panel will give you practical insight and proven approaches you can put to work immediately.

## About the Speaker



**EMMA COX**

Emma Cox is a Franchise Business Coach who is dedicated to helping owners navigate the challenges of running and growing their businesses. With experience on the front lines of operations, she understands what it takes to attract, retain, and develop great talent. Emma is passionate about helping leaders build strong, engaged teams and creating workplaces where people can succeed. She’s facilitating the People & Labor Panel to bring real-world experience to the discussion, equipping owners to build and retain strong, successful teams. Outside of work, Emma loves being outdoors and enjoying all activities that come with Canada’s changing seasons!



# AMP'D UP AWARDS

JOIN US AT  
**HOWL AT THE MOON**  
FOR AN UNFORGETTABLE NIGHT  
HONORING FRANCHISEE ACHIEVEMENTS FROM 2025!

**MARCH 3RD**

**6:00PM - 9:00PM**

HOWL AT THE MOON  
111 W. Crockett Street, #201



# Jam Sessions

DATE & TIME: March 4th (9:30AM-11:30AM)

LOCATION: The Main Stage (221 C/D)



This session is all about shared experiences and real-world insight. You'll rotate through a series of roundtable discussions, each focused on a specific area of the business and guided by a subject matter expert who helps spark conversation.

Rather than sitting back and listening, you'll engage directly with fellow franchisees, ask questions, share what's working in your market, and learn from others who are seeing success. You'll have the opportunity to dive into multiple topics that matter most to you, making this one of the most practical, customizable, and collaborative sessions of the conference.

Get ready to jam!

# Mic Drop!

DATE & TIME: March 4th (11:30AM-12:00PM)

LOCATION: The Main Stage (221 C/D)



**JOIN US FOR THE CLOSING CEREMONY  
& THE STAGEPASS WINNER ANNOUNCEMENT**



**Clone your best employee with Adminify's AI.  
Handles every customer interaction, in every channel,  
24/7.**



Instant Speed-to-Lead & Lead Nurturing



Seamless ServiceMinder Integration



Increase Revenue w/ Better Customer Management



Automated Retargeting Campaigns w/ AI

**Book your demo**



Visit [www.adminify.ai](http://www.adminify.ai)



# Smarter Ads. Stronger Franchises.



Display



Rich Media



Interactive Video



OTT & CTV



Digital Out of Home



Real Time Analytics



Paid Social



Digital Audio



Online Video



Paid Search

*KORTX is proud to support Happinest  
Visit our booth at NestFest*

[kortx.io](https://kortx.io)



**NOW  
AVAILABLE**



## **FUSE® COCKROACH GEL BAIT** COCKROACH CONTROL

FUSE® COCKROACH GEL BAIT is effective against bait averse cockroaches and contains fipronil and abamectin.

## **VECTOR KLEER** ESSENTIAL PROTECTION

VECTOR KLEER is formulated with essential oil active ingredients that work to kill, control, and repel labeled pests.



**CSI-PEST**  
csi-pest.com

Contact your local distributor or CSI representative for more information. These products may not be registered in all states, please check the CSI website or the state's department of agriculture for registration information.

**SPARKLE SQUAD &  
ELITE WINDOW  
CLEANING  
BREAKOUTS**

# Amplify Revenue in 2026!

**DATE & TIME:** March 2nd (11:00AM-12:00PM)

**LOCATION:** RO/DI Dirty Deeds, Done Streak Free (225 B/C)

Modern sales isn't about working harder. It's about working smarter. You'll see how today's revenue engine comes together when marketing, sales, technology, and AI work in sync. Learn how leads move seamlessly from capture to close as smart systems handle the manual work behind the scenes, allowing you to focus on what humans do best: building trust, having better conversations, and closing with confidence. You'll get a first look at how we're leveraging AI within the Elite Window Cleaning & Sparkle Squad customer journey and how these new tools fit into the way you run your business locally. If you're curious about what's next in sales and how to use it to grow in 2026, this is a session you don't want to miss.

## About the Speaker



Ramzey Prentiss is a Sales & Retention Operations Manager within the Happinest family, known for building scalable sales processes, playbooks, and AI tools that help franchise owners win consistently. From training rooms to real-world pipelines, Ramzey focuses on what actually moves the needle. At Nest Fest, he's pulling back the curtain on modern sales strategy, blending technology, mindset, and execution to help attendees leave sharper, more confident, and ready to take the stage in their own markets.

**RAMZEY PRENTISS**

# Sell Smarter: Using Memory to Master Buyer Avatars

**DATE & TIME:** March 2nd (1:00PM-2:00PM)

**LOCATION:** RO/DI Dirty Deeds, Done Streak Free (225 B/C)

This session will show how to train your memory to instantly recognize buyer avatars & sell with precision. By identifying who you're really talking to in real time, you can adapt your sales approach, communicate more clearly, and guide the conversation with confidence. The result is stronger connections, smoother conversations, & better close rates.

## About the Speaker



**RON WHITE**

Ron White is a 2-Time USA Memory Champion. He has held the record as the fastest to memorize a deck of cards in the USA. For last 27 years he has traveled the world giving his talk, 'Triple Your Memory - Triple Your Business.'

His strategies have helped people to build relationships by remembering names and faces, remembering what they learn and developing quick, sharp and powerful brains. You may have seen him on the new FOX tv show with Mike Tyson 'Superhuman', Good Morning America, FOX and Friends Morning Show, front page of the Wall Street Journal, CBS Early Show, the History Channel's Stan Lee's Superhumans or dozens more shows over the last decade.

In 2010, University of Texas scientists conducted an MRI on his brain as he memorizes and found that 35% more of his brain is activated when he memorizes than the average person. Ron will share specifically how he does this and how you can engage 35% more of your brain's capability. He is the author of an exciting new memory training program titled 'Black Belt Memory'. His goal is to help everyone meet and remember 100 new people in next 12 months. In his talk, you will learn how to develop a quick, sharp and healthy brain as you use it to be more productive and profitable. Ron served in the US Navy 2002-2010 and completed a tour of Afghanistan in 2007.

# The Clean Sweep Tour: Lucid Bots Take the Stage

**DATE & TIME:** March 3rd (11:00AM-12:00PM)

**LOCATION:** RO/DI Dirty Deeds, Done Streak Free (225 B/C)

Every headliner needs a pristine stage to shine. Join us for an exclusive live demo with Lucid Bots as they show you how to hit the high notes of facility maintenance. Watch these precision drones revolutionize exterior cleaning - taking the “grime” out of the limelight and showing you how to scale your operations without ever leaving the ground.

## About the Speaker



**GREG PRZADA**

Greg Przada brings nearly 9 years of industry experience to his role as the Director of Operations. Having spent time as a Technician with experience in all services, Large Project Manager, Territory Development Manager, Manager of People & Culture, and Franchise Business Coach – Greg has been blessed with the opportunity to learn and be a key piece of the growth of Elite Window Cleaning and Sparkle Squad. Greg lives in Kingston, Ontario with his wife of 10 years Amanda and their 3 children Jensen (9), Rhyse (6) and Miller (3). He enjoys playing and coaching hockey in the winter and bogey-golf in the summers.

# Unlocking Commercial Growth

DATE & TIME: March 3rd (1:00PM-2:00PM)

LOCATION: RO/DI Dirty Deeds, Done Streak Free (225 B/C)

Commercial accounts can be a powerful growth engine when you know how to unlock them. In this session, you'll learn proven strategies to break into the commercial market, position your services with confidence, and grow long-term, recurring contracts. We'll share what's working today and how to adapt it to your local market so you can build consistent, scalable revenue.

## About the Speakers

### CHRIS STONESS



Built from the ground up in Kingston Ontario, Chris led with a commercial-first strategy long before it was the popular move. By prioritizing property managers, post-construction cleaning, multi-residential, and recurring service contracts, he engineered a predictable revenue engine that now generates \$2M annually – with 75% coming from commercial accounts.

Instead of chasing one-off residential jobs, he focused on relationship-driven selling, systematic prospecting, and operational efficiency – building density, route optimization, and long-term contracts that stabilized cash flow year-round.

Today, the Kingston operation stands as proof that a disciplined commercial focus can create scale, resilience, and enterprise value – not just revenue.

### PAUL SCALES



Paul Scales is an accomplished, revenue-focused executive with more than 30 years of leadership experience across franchising, operations, and business development. Throughout his career, Paul has led multi-brand franchise growth, scaled organizations from startup to national expansion, and coached high-performing teams across sales, marketing, and operations. Paul is the Principal Consultant for AssureScale Consulting and has been focused on developing commercial sales and operations programs for Elite Window Cleaning, Sparkle Squad and Pest Hunters. Fun fact about Paul is that he was born in the UK and has traveled to 46 states in the U.S.



***Your one stop shop for decorated apparel & promotional products!***

**\$25 GIFT CARD**

***Visit our booth and get your \$25 WebStore GiftCard***

***For any questions please contact your customer service rep  
michelle@darterspecialties.com  
203-699-9805***





CHROMAGLOW PRO PERMANENT LIGHTING



# BUILT FOR PROFESSIONAL INSTALLERS

Lighting systems, tools, and training designed to scale your business.

- ✓ FREE SHIPPING >\$400
- ✓ FAST 2-7 DAYS DELIVERY
- ✓ 5-YEAR WARRANTY
- ✓ PRO-GRADE QUALITY

C9 BULB SEASONAL LIGHT



UV PROTECTION

WIDE LIGHT SPREAD



LOW POWER, HIGH OUTPUT



CORROSION RESISTANT



MOISTURE SEALED

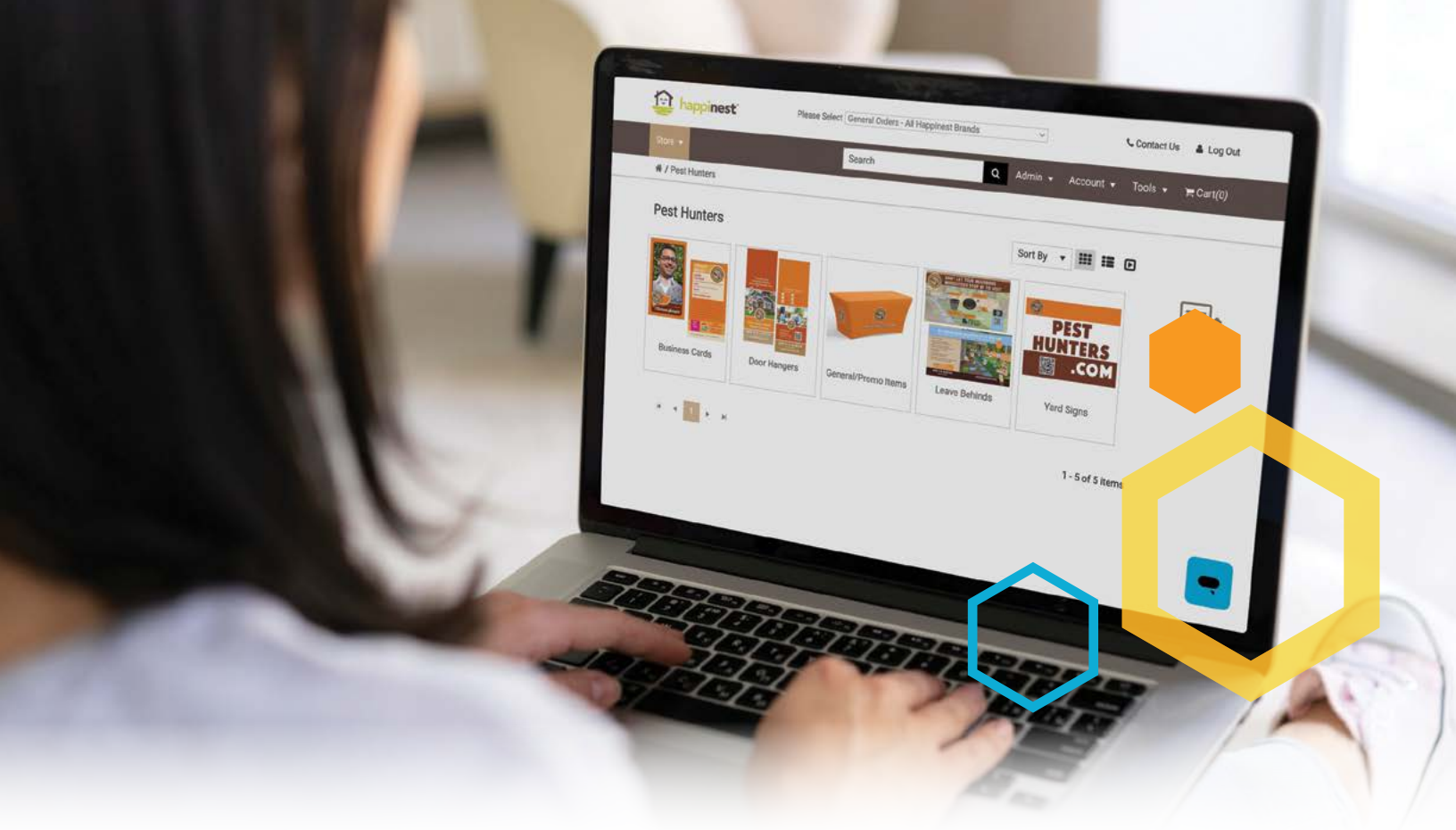


JOIN THE **BSL COMMUNITY**  
EXCLUSIVE PRO RESOURCES

Scan to learn more or go to [community.bigstarlights.com](http://community.bigstarlights.com)



Learn more about your franchisee benefits  
[bigstarlights.com/happiest](http://bigstarlights.com/happiest)

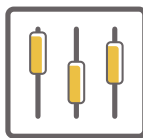


# YOUR MARKETING FULFILLMENT PARTNER

Customize marketing materials for your location, manage your inventory, and order online 24/7!



ORDER ONLINE 24/7



CUSTOMIZE FOR YOUR LOCATION



ENSURE ON-BRAND CONSISTENCY



SUPPORT AVAILABLE 7AM – 7PM CT



Scan here to access the Happinest online marketing portal.

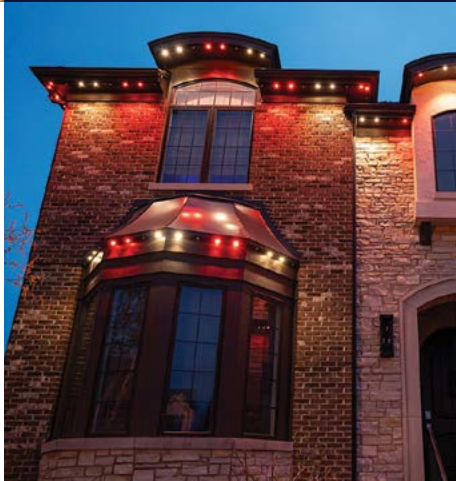


# Shine **BRIGHTLY** All Year Round!



**FOREVER LIGHTING**  
BY HOLIDAY BRIGHT LIGHTS

At Holiday Bright Lights, we believe the holiday season should shine brightly all year round. As a premier manufacturer and supplier of Christmas lights, holiday décor, year-round lighting, and permanent lighting solutions by Forever Lighting, we are dedicated to helping resellers and professional decorators create magical, vibrant displays throughout the year.



[HolidayBrightLights.com](http://HolidayBrightLights.com)

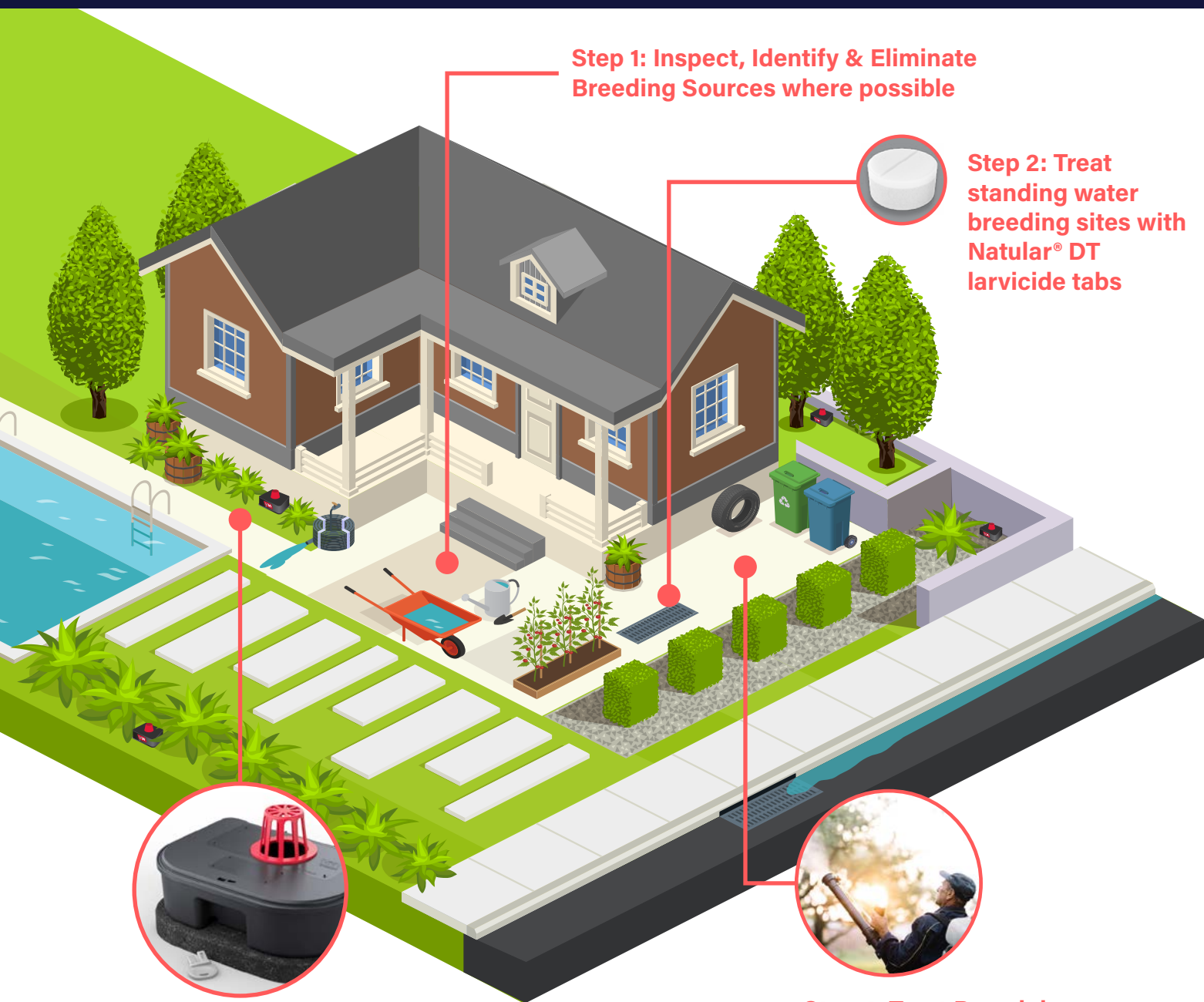
See What's **NEW** for 2026 Today!

AN INNOVATIVE CUSTOMIZABLE  
**PERMANENT SOLUTION**  
FOR APP-DRIVEN HOME LIGHTING

[ForeverLighting.com](http://ForeverLighting.com)

Get **Your** Crew Certified Today!

# Introducing the Vesperis Integrated Mosquito Management Program



**Step 1: Inspect, Identify & Eliminate Breeding Sources where possible**

**Step 2: Treat standing water breeding sites with Natular® DT larvicide tabs**

**Step 3: Place MosquitoCon™ Water Holding Receptacle with Natular DT in landscape areas.**

**Step 4: Treat Remaining Area with Adulticide**

To learn more about these key steps for residential accounts visit [veseris.com/mosquitocon](https://veseris.com/mosquitocon), scan, or call us at 1-800-888-4897 today!

**VESERIS** | Dedicated to being your PREFERRED CHOICE.





## OptiCore® BULBS

- A brilliant light display with SMD LED state of the art technology.
- Commercial grade, CSA certified
- Polycarbonate lens walls are virtually indestructible and the colors never fade, chip, or crack.
- Nickel plated base prevents corrosion and improves connectivity.
- Guaranteed for 60,000 hours usage, with less than 70% lumen degradation after 3-year seasonal usage.
- Available in Faceted and Smooth Opaque Finishes



## Wintergreen LIGHTING

### 5MM LIGHT SETS

- Tangle-free balled sets for easy-wrap trees & foliage
- Patented one piece construction eliminates corrosion from moisture for longer life, IP66 rated
- 22 AWG wire gauge
- Energy Star rated for efficiency, UL certified for safety, 3-year warranty



## WeatherPRO™

Superior Quality, Reliability & Efficiency



- Tangle-free balled sets for easy-wrap trees & foliage
- Water-tight Commercial Grade with coaxial power plug, IP67 rated
- 20 AWG wire gauge allows for longer runs and extreme conditions
- Energy Star rated for efficiency, CSA/US certified for safety, 3-year warranty



## Kringle TRADITIONS

- SMD LED technology for brilliant light
- Polystyrene lens for durable long lasting bulbs
- Nickel plated base prevents corrosion and improves connectivity.
- Diamond-cut pattern facets that generate beautiful light halos

**PEST HUNTERS  
MOSQUITO HUNTERS  
BREAKOUTS**

# Sell Smarter: Using Memory to Master Buyer Avatars

DATE & TIME: March 2nd (11:00AM-12:00PM)

LOCATION: The Final Hunt Down (225 D)

This session will show how to train your memory to instantly recognize buyer avatars & sell with precision. By identifying who you're really talking to in real time, you can adapt your sales approach, communicate more clearly, and guide the conversation with confidence. The result is stronger connections, smoother conversations, & better close rates.

## About the Speaker



**RON WHITE**

Ron White is a 2-Time USA Memory Champion. He has held the record as the fastest to memorize a deck of cards in the USA. For last 27 years he has traveled the world giving his talk, 'Triple Your Memory - Triple Your Business.'

His strategies have helped people to build relationships by remembering names and faces, remembering what they learn and developing quick, sharp and powerful brains. You may have seen him on the new FOX tv show with Mike Tyson 'Superhuman', Good Morning America, FOX and Friends Morning Show, front page of the Wall Street Journal, CBS Early Show, the History Channel's Stan Lee's Superhumans or dozens more shows over the last decade.

In 2010, University of Texas scientists conducted an MRI on his brain as he memorizes and found that 35% more of his brain is activated when he memorizes than the average person. Ron will share specifically how he does this and how you can engage 35% more of you brain's capability. He is the author of an exciting new memory training program titled 'Black Belt Memory'. His goal is to help everyone meet and remember 100 new people in next 12 months. In his talk, you will learn how to develop a quick, sharp and healthy brain as you use it to be more productive and profitable. Ron served in the US Navy 2002-2010 and completed a tour of Afghanistan in 2007.

# Amplify Revenue in 2026!

DATE & TIME: March 2nd (1:00PM-2:00PM)

LOCATION: The Final Hunt (225 D)

Modern sales isn't about working harder. It's about working smarter. You'll see how today's revenue engine comes together when marketing, sales, technology, and AI work in sync. Learn how leads move seamlessly from capture to close as smart systems handle the manual work behind the scenes, allowing you to focus on what humans do best: building trust, having better conversations, and closing with confidence. You'll get a first look at how we're leveraging AI within the Hunters/Humbug customer journey and how these new tools fit into the way you run your business locally. If you're curious about what's next in sales and how to use it to grow in 2026, this is a session you don't want to miss.

## About the Speaker



Ramzey Prentiss is a Sales & Retention Operations Manager within the Happinest family, known for building scalable sales processes, playbooks, and AI tools that help franchise owners win consistently. From training rooms to real-world pipelines, Ramzey focuses on what actually moves the needle. At Nest Fest, he's pulling back the curtain on modern sales strategy, blending technology, mindset, and execution to help attendees leave sharper, more confident, and ready to take the stage in their own markets.

**RAMZEY PRENTISS**

# Winning Commercial Accounts: A Structured Playbook

DATE & TIME: March 3rd (11:00AM-12:00PM)

LOCATION: The Final Hunt Down (225 D)

Commercial accounts can be a powerful growth engine when you know how to unlock them. This session is designed to help commercial sales professionals unlock consistent growth by mastering the art of prospecting, building targeted pre-lists, and closing deals with the right decision makers. Attendees will learn how to identify high-value business verticals, understand who the real decision makers are, and apply a systematic approach to prospecting and follow-up that converts leads into long-term accounts.

## About the Speakers

### MIGUEL DIAZ



Miguel Diaz is a pest-control industry leader with 20 years of experience building and scaling local service brands. An ACE Professional Award recipient, he's known for his people-first leadership style and practical, field-tested systems that help teams grow the right way. Miguel is also continuously involved at the state level with CAPMA, advocating for professionalism, compliance, and the future of the industry. Outside of work, he's a devoted husband and the proud father of two teenagers, and he believes strong culture and discipline consistently outperform size alone.

### PAUL SCALES



Paul Scales is an accomplished, revenue-focused executive with more than 30 years of leadership experience across franchising, operations, and business development. Throughout his career, Paul has led multi-brand franchise growth, scaled organizations from startup to national expansion, and coached high-performing teams across sales, marketing, and operations. Paul is the Principal Consultant for AssureScale Consulting and has been focused on developing commercial sales and Woperations programs for Elite Window Cleaning, Sparkle Squad and Pest Hunters. Fun fact about Paul is that he was born in the UK and has traveled to 46 states in the U.S.

# Building Audit-Ready Commercial Pest Programs: From Equipment to Compliance

DATE & TIME: March 3rd (1:00PM-2:00PM)

LOCATION: The Final HuntDown (225 D)

This session is designed to empower commercial pest control professionals to build, implement, and maintain audit-ready programs that stand up to the scrutiny of major auditing agencies. Attendees will discover how to select and place the right equipment, document their work for maximum defensibility, and ensure compliance across diverse business verticals.

## About the Speaker



**MIGUEL DIAZ**

Miguel Diaz is a pest-control industry leader with 20 years of experience building and scaling local service brands. An ACE Professional Award recipient, he's known for his people-first leadership style and practical, field-tested systems that help teams grow the right way. Miguel is also continuously involved at the state level with CAPMA, advocating for professionalism, compliance, and the future of the industry. Outside of work, he's a devoted husband and the proud father of two teenagers, and he believes strong culture and discipline consistently outperform size alone.

# Motive

## Get ROI from your fleet management platform up to 2x faster.

**SAFETY**      **80%**      fewer accidents within 4 months (with a regular coaching program).

**PRODUCTIVITY**      **50%**      less time spent tracking vehicles and assets.

**PROFITABILITY**      **\$33K**      annual savings on accident, insurance, and fuel costs for fleets with 10+ vehicles.



Contact us

855-922-5740  
franchisesales@gomotive.com

# GUNTHER



Built to support your brand at every stage.

### Consider It Done!

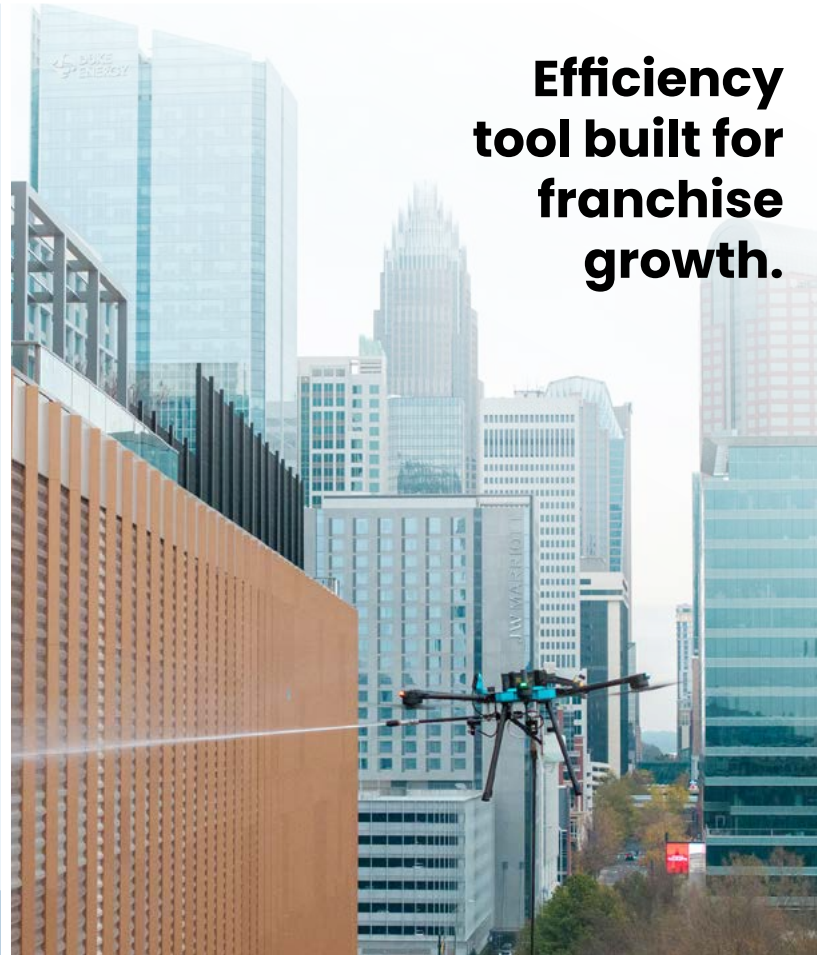
- ✓ Reputation managed
- ✓ Listings accurate
- ✓ Social covered
- ✓ Customers heard
- ✓ Brand protected
- ✓ Visibility optimized

www.consumerfusion.com      (800) 381-9987



- Serving 14,500+ locations across industries
- IFA Preferred Vendor & 5x Top Franchise Supplier
- Built for scale, not complexity
- Easy onboarding, real results, minimal lift

## Efficiency tool built for franchise growth.



Buzz Wilkie  
704.459.1788

bwilkie@lucidbots.com  
lucidbots.com



## SHOW SPECIALS

Take An Additional  
10% OFF  
Order Subtotals  
From March 1-6  
Use Coupon Code:  
NestFest26



www.abcWindowSupply.com // 1-800-989-4003 // Shipping from CO & NC

## EcoVia™ EC emulsifiable concentrate

### A Winning Combination of Efficacy and Flexibility in a FIFRA 25(b) Exempt Insecticide

Product Codes:  
EVEC016: 16 fl oz tip-n-measure bottle  
EVEC064: 64 fl oz tip-n-measure bottle  
EVEC030: 30 gallon drum  
EVEC055: 55 gallon drum



Research-based Botanical  
Insecticide, EPA Minimum-risk  
Product

Highly Effective, Broad Spectrum  
Product

Extensively tested in the lab and proven in  
the real world.

Botanical Oils in EcoVia EC were  
Specifically Chosen for Their  
Efficacy on a Wide Range of  
Crawling and Flying Insects

No Pyrethroid or Neonicotinoid  
Use Restrictions

The ultimate in application flexibility.

May Be Used Near and Over  
Water

Such as around boat docks and marshy areas.

Broad Label with Indoor and  
Outdoor Use, including Livestock  
Facilities

Excellent for Mosquito and Tick  
Applications

Mixes and Stays in Solution Easily  
Like a traditional synthetic insecticide.

More Gentle on Equipment than  
Some Botanical Pesticides

Green Zone™ Product

Naturally derived active ingredient.  
Suitable for green service programs.

Rockwell Labs Ltd  
creating the future of pest control

www.rockwelllabs.com

EcoVia, Green Zone and Creating the Future of Pest Control are trademarks of Rockwell Labs Ltd. ©2020

# BUBBLE GUY



KILLS & CONTROLS  
MOSQUITOES & FLEAS



## Turn their yard into a no-fly zone.

Zone Out is a 25(b), minimum-risk  
mosquito and flea concentrate that  
mixes into solution and resuspends  
easily. Simple to use and effective,  
Zone Out delivers powerful control  
without an overpowering scent.

JEFF CAUDILL  
REGIONAL MANAGER  
641.208.1311 JEFFC@  
NISUSCORP.COM



# SIMPLIFY YOUR HR AND PAYROLL

Leverage the benefits of working with payroll experts.

- Retirement
- Health Benefits/401k
- Workers Compensation

To hear more about your special ADP pricing, contact your dedicated Account Manager, Kelly Harrison:



**Kelly Harrison**  
 Kelly.Harrison@adp.com  
 609-273-5955

Kelly has been helping business owners for over 15 years at ADP.



ADP, the ADP logo and Always Designing for People are trademarks of ADP, Inc. All other marks are the property of their respective owners. Copyright ©2026 ADP, Inc. All rights reserved.

# SCROOGE



The Right Tools...  ...for the Right Job!

**skyVac**<sup>®</sup>  
HIGH DUSTING



**skyVac**<sup>®</sup>  
GUTTER CLEANING



**ionic**  
SYSTEMS  
PURE WATER  
WINDOW CLEANING



**mosmatic**<sup>+</sup>  
SURFACE CLEANING



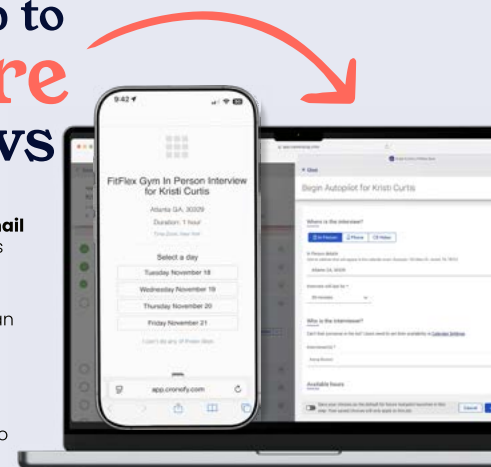
[HTTPS://CLEAN.DIRECT/](https://clean.direct/)



## Stay competitive convert apps to hires

Schedule up to **8x more** interviews

- ✓ **Automated text and email** invites sent to applicants
- ✓ **Easy scheduling link** for applicants to schedule an interview
- ✓ **Avoid no-shows** with automated interview reminders sent directly to applicants



**Automated scheduling** that keeps candidates (and you) on track. Interview the best, filter out the rest by Fast-tracking top applicants.

Get Started

