

MASTERMIND

SWARM

APRIL 29TH SCHEDULE

Breakfast 8:00AM-9:00AM

9:00AM-10:15AM

KICK OFF: BUSINESS VALUES ICEBREAKER

Break 10:15AM-10:30AM



10:30AM-11:30AM

**THE STAGES OF GROWING A BUSINESS-
EXPECTATIONS VS. REALITY**

GREG WEATHERLY

PCO CONSULTANT | PRESIDENT & COO PEST FRIENDS



11:30AM-12:00PM

CINCH DEMO

GARY BURCH

CINCH ACCOUNT EXECUTIVE

Lunch 12:00PM-1:00PM



1:00PM-3:00PM

SOCIAL MEDIA CONTENT WORKSHOP

SHAWN CAMPBELL

CMO OF SWARM PEST CONTROL MARKETING



3:00PM-4:00PM

MARKETING & ACCOUNTABILITY

WYATT CHAMBERS

FOUNDER OF SWARM PEST CONTROL MARKETING

MASTERMIND SWARM

APRIL 30TH SCHEDULE

KICK OFF: MEET AND GREET

8:30AM-9:00AM



**MERGERS & AQUISITIONS:
LOOKING AHEAD**

9:00AM-9:30AM

NICK THOME- CEO POLARIS PEST GROUP



AUTOMATION & OPERATIONS

9:30AM-10:15AM

BEN THE AUTOMATOR CHRISTENSON-
CEO AUTOMATOR SOLUTIONS

Break **10:15AM-10:30AM**



GROUP WORKSHOP

10:30AM-12:00PM

GREG WEATHERLY- PCO CONSULTANT
PRESIDENT & COO PEST FRIENDS

Lunch **12:00PM-1:15PM**



MINING YOUR DATA FOR DOLLARS

1:15PM-1:45PM

GARY BURCH-
CINCH ACCOUNT EXECUTIVE



HOW TO WIN SEO IN 2025

1:45PM-2:45PM

DANNY LEIBRANDT-
PEST CONTROL SEO

Break **2:45PM-3:00PM**



IN BOUND PANEL

3:00PM-4:00PM

WYATT CHAMBERS-SWARM FOUNDER
SHAWN CAMPBELL- SWARM CMO
GREG WEATHERLY- PCO CONSULTANT