

## 2017 NEHPBA Annual Meeting Class Descriptions

### Monday, July 17

8:30am – 10am

#### Hearth & Home Technologies Dealer Direct

This class will instruct Hearth & Home Technologies' dealers on new products and sales techniques.

Open to HHT dealers only.

#### Outdoor Living Products for the Hearth Shop

Hearth dealers have been providing comfort for their customers inside their homes for years. We are here to show you how turn up the heat outdoors as well. Come and see what the future holds for your business with outdoor living products. We specialize in providing heat, fire and great BBQ for the outdoor living area!

10:30am – Noon

#### Hearth & Home Technologies Wholesale Presents the New Majestic Brand

Introduction of the Majestic Brand & how to use MYHHT.com. Open to all dealers.

#### Ray Murray Dealer Meeting

Please join us to learn about how RMI's product lines and programs can help you grow your business this year. Open to all dealers.

1:30pm – 3pm

#### Understanding Venting for the Salesperson - Part I - Wood

*The target class audience is "new" salespeople or sales personnel that have never experienced a hearth appliance installation.*

This class will offer an "installation" perspective to the salesperson unfamiliar with hearth appliance installations. The goal is to improve the salesperson confidence in the venting & installation process. We will explain basic construction considerations, what venting options might preferred over others and why, and discuss some installation considerations that can and should be addressed at the time of the sale to help eliminate unanticipated installation delays.

The goal is that, with this better understanding of venting and installation procedures, the sales process will be improved for the salesperson, the consumer and the installer. Ultimately, this training will help retailers have a more professional staff, have more thorough job estimates and have less unanticipated issues – all because everyone had a better understanding of the "process".

#### If You Show it, They'll Buy It

This session introduces a major new research study that identifies how dealers, builders and remodelers can increase the salability of their projects, and elevate their reputations

among homeowners and home buyers. Better yet, the research is combined with turn-key design ideas developed by Visbeen architects. In a nutshell, dealers, builders, and remodelers will emerge with a fresh understanding of how today's homeowners envision various rooms, and how those rooms can be made much more appealing via design and amenities such as fireplaces and outdoor living products.

**Just Added!** Digital Marketing for Small Businesses: *What it means and how to do it.* The importance of digital marketing, how it will impact your business and how to get started.

3:15pm – 4:45pm

#### Understanding Venting for the Salesperson - Part II – Gas & Pellet (see class description under Part I above)

*The target class audience is "new" salespeople or sales personnel that have never experienced a hearth appliance installation.*

#### Government Affairs Challenges & Opportunities

An overview of HPBA key government affairs issues facing the hearth industry including: NSPS for Residential Wood Heaters; Changeout Programs; Gas Efficiency, Energy Conservation, Zero Net Energy (ZNE) Policies, and the Department of Energy (DOE).

**Just Added!** Digital Marketing for Small Businesses: *What it means and how to do it (see description above)*

### Tuesday, July 18

9:30am – 11:30am



**Owners & Managers:  
Don't Miss this  
opportunity!**

9:30am – 11:15am

#### Gas Controls for Hearth Products

This class will cover the common burner controls and ignition systems for current gas hearth products on the market as well as troubleshooting and repairing these systems.

#### Sizing: It's Not as Simple as a Slide Chart

From gas and oil appliances to wood burning fireplaces or gas logs, ensure you install the right type and size liner in every situation. Come join us for an in-depth look into sizing using NFPA54, NFPA31, NFPA211 and the IRC.

12:30pm – 2pm Industry Leaders' Roundtable