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| Wed. Mar. 11 | **NFI Train The Trainer**  
(By invitation only.) Hope Stevenson, Dave Pomeroy Signature Training  
This is an invitation only session for current and future NFI Instructors. This session is designed to help instructors improve their presentation skills. Listed are a few but not all topics covered in this session.  
• How to position yourself in order to project to the audience without talking to the screen.  
• How to encourage and facilitate classroom participation.  
• How to use PowerPoint effectively and troubleshoot technical problems.  
• How to confirm understanding and comprehension of your audience. | 9:30 am - 11:30 am | 2    | Elective   | 298    |
| Wed. Mar. 11 | **Consumer Buying in the Digital Age**  
Renee Schmitz, The Outdoor GreatRoom Company  
Despite predictions of an impending “retail apocalypse,” in-person shopping remains central to American life. In this session you will learn:  
• Tips and tricks to standing out in the digital world.  
• Practical ideas you can implement to get the online shopper in your store. | 9:45 am - 10:45 am | 1    | Elective   | 291/292 |
| Wed. Mar. 11 | **EXPO EXCLUSIVE!**  
**Showroom Design**  
Debbie Hannig, Hannig Marketing  
There are many ways to bring customers to your store, websites, radio and television ads. You spend a great deal of time planning the messages that you send out to them. Do you spend as much time deciding what your showroom says to the consumer when they arrive? This session is to help you be clear and direct about the messages you want to send to the consumer when they come in your front door. Many companies have succeeded in this area while others struggle. We will focus on the ways to best present your business and some mistakes to avoid. | 1:00 pm - 2:00 pm | 1    | Elective   | 291/292 |
| Wed. Mar. 11 | **Successful In-House Training**  
Jerry Isenhour, CVC Success Group  
Join industry veteran trainer, Jerry Isenhour for this session on how to develop your own in-house training program. In this presentation, Jerry will share with you the ingredients of a successful trainer, how to build content and how to set up a tracking, measurement and assessment process for your team. The processes Jerry will share are based on recognized training processes that provide the maximum return on investment. Be sure to attend this all important session that provides you the tools to build your own successful training program. | 1:00 pm - 2:00 pm | 1    | Elective   | 295/296 |
| Wed. Mar. 11 | **EXPO EXCLUSIVE!**  
**Win More with a Marketing Strategy Design**  
Tim Reed, Reed Marketing LLC  
Most hearth companies today are drowning in the rising costs of advertising with no one to help them. Marketing should be a faucet to your customers that you control, not a blackhole that your dollars go into never to be seen again. This session will show you: | 1:00 pm - 2:00 pm | 1    | Elective   | 293/294 |
### HPBExpo 2020 Education Schedule – Wednesday, March 11 – Elective Only

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| Wed. Mar. 11 | **Finish the Race: Follow Up to Close More Sales and WIN!**  
Carter Harkins & Taylor Hill, Spark Marketer  
Every year, companies spend thousands of dollars on marketing and advertising to get the opportunity to sell products and services to interested consumers. Every company has a sales process, but most companies do not have a consistent follow up practice with customers who receive a quote or proposal. This is like running a marathon only to stop just short of the finish line! Join us in this session to learn:  
• Why we like to chase new opportunities instead of pursuing existing ones.  
• How much money we lose when we don't follow-up every time.  
• What your customer thinks when you don't follow-up.  
• What a successful follow-up process looks like.  
• How to implement a follow-up process that works every time.                                                                                      | 2:15 pm - 3:15 pm | 1    | Elective   | 291/292 |
| Wed. Mar. 11 | **EXPO EXCLUSIVE!**  
**Sales Leadership: Learn to Build a Sales Process That Motivates Your Team and Wins More Business Than Ever**  
Tim Reed, Reed Marketing LLC  
Most hearth companies are losing money every year because of ineffective sales techniques—largely due to lack of training. The result is a team of “great information givers” and “mediocre salespeople”. This session will teach you:  
• How to motivate and harness a customer’s momentum with a consistent sales process.  
• Why thinking about the sales pipeline is critical to win more jobs.  
• How to follow up with customers for higher close rates and repeat business.                                                                                      | 2:15 pm - 3:15 pm | 1    | Elective   | 293/294 |
| Wed. Mar. 11 | **Successfully Selling Barbecue Grills**  
Jerry Isenhour, CVC Success Group  
Many companies that offer hearth products now have additional offerings of barbecue equipment that they offer to their customer base. A successful approach to selling barbecues requires a dedicated process involving marketing, sales approach, installation, service, and delivery. If barbecues are a part of your product offerings, or you are considering adding this, then plan to join industry veteran trainer Jerry Isenhour in this session that will give you the secret sauce for success. | 2:15 pm - 3:15 pm | 1    | Elective   | 295/296 |
| Wed. Mar. 11 | **EXPO EXCLUSIVE!**  
**HPBA Hearth & BBQ Consumer Research Survey Results**  
Cameron Downs, HPBA  
An overview of the 2019 Barbecue & 2018 Hearth consumer research reports released by HPBA. It will cover how the reports are created, who has access, and summarized content including ownership rates, consumer purchase intent, and product usage behaviors. This session will also address how to take this type of data and incorporate it into your own business plans and strategies and understand the different types of customers.                                                                                      | 3:30 pm - 4:30 pm | 1    | Elective   | 295/296 |
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| Wed. Mar. 11 | **Marketing with a Purpose: A Whodunit!**  
Shannon Good, Good Marketing Group  
Did you ever see the movie "Clue"? Beginning at the end, we will reverse engineer your marketing communications from sale to first contact. Focusing on the homeowner, sales staff and service department, we will develop a marketing campaign with attendees. During this session we will:  
• Include resources from manufacturers, HPBA and proven advertising strategies.  
• Discuss the multiple scenarios that could influence the end sale.  
• You will leave with a better understanding of where your sales ultimately originate to help you market your business with a purpose. | 3:30 pm – 4:30 pm | 1     | Elective   | 291/292 |
| Wed. Mar. 11 | **Social Media 2.0**  
Grant Falco, Falco's  
Most hearth companies know that social media is important but can’t figure out how to use it effectively. This session isn’t just theory, but practical knowledge from and for the retailer. Even though social media can seem complicated with confusing terms, the concepts that you need to grow your business are easier than you think. Last year we covered the basics, this year we take the next step. This session will:  
• Help you understand why mastering social media is more important now more than ever (and how you can begin to do that in your company).  
• Showcase the real world results of retailers who have grown exponentially through social media (and how exactly they did it).  
• Teach you exactly what you need to get started (everyone is looking for this).  
Don’t risk missing out on what social media can do for your business, instead you can master the basics of social media, grow your business, connect with more customers and save money on marketing long-term. | 3:30 pm – 4:30 pm | 1     | Elective   | 293/294 |