












HPBExpo 2021 Education Schedule – Wednesday, June 23

Date	Session Details	Time	CEUs	Event Type	Room #
Wed. June 23	Evosus Manufacturer Specific Training Sheryl Smith, Evosus	8:00 am - 10:00 am		Manufacturer 	
Wed. June 23	NFI Core Review Class Trent Simmons, Top Hat Chimney Sweeps This is the official review class for the new First Edition NFI Core Certification exam. The class is based on the official reference manual for the exam, the Core Knowledge Reference Manual, First Edition, published Fall 2018. The class will cover combustion, heat transfer, construction, safety principles, and installation knowledge. This includes regulations and instructions, venting, ventilation, and basic electricity.	8:00 am - 11:00 am	3		
Wed. June 23	NFI Hearth Design Specialist Review Class Johanna Dorn, Ace Hardware and Hearth The Hearth Design Specialist certification is designed to show consumers that the sales personnel understand the technical information they need to properly plan their installation. Based on the Hearth Design Specialist Reference Manual, First Edition which was published in the fall of 2017, this certification covers the technical knowledge on combustion, heat transfer, safety and venting for woodburning, and gas and pellet hearth appliances. Other topics include an introduction to codes, standards and regulations, fuel characteristics, and appliance requirements. All major hearth appliances are covered including fireplaces, gas log sets, fireplace inserts, and free-standing stoves.	8:00 am - 3:00 pm	6		
Wed. June 23	NFI Online Exams Rick Vlahos, National Fireplace Institute Online exams are now available at HPBExpo! You can take the exam when it is convenient for you. <ul style="list-style-type: none"> • Exams are available Wednesday, Thursday, and Friday. • There are 10 computers available for each time slot. Register early to get your preferred day and time. • Exams are graded as soon as the exam is submitted. • For complete details, contact the NFI Office at 703-524-8030. 	8:00 am - 5:30 pm	None		
Wed. June 23	Chimney Physics Russ Dimmitt, Chimney Safety Institute of America Learn what "The House as a System" means specifically to you as a retailer and installer of appliances that must vent to the outside atmosphere. This session will include topics like: <ul style="list-style-type: none"> • building envelopes, • pressure to measure pressure, • stack effect and what causes it, • house systems and exhaust fans, and • techniques to allow hearth appliances to function properly. 	8:00 am - 12:00 pm	4	Technical 	






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Wed. June 23	<p>IRC Updates That Pertain To Gas Hearth Appliances Bob Wise, CVC Success Group This session will cover the latest IRC requirements and their impacts on the fireplace industry. We will discuss different construction requirements for the climate zones as defined in the codes and the requirements for adding mechanical make up air, room sizing, chase construction and other challenges confronting the industry.</p>	8:30 am - 9:30 am	1	Technical 	
Wed. June 23	<p>Who Is Your Best Customer and How Do You Get More? Shannon Good, Good Marketing Group Who is your best customer and how do you get more of them? This session will analyze who is your target audience and how to create marketing strategies around them, including:</p> <ul style="list-style-type: none"> • using profiles of existing customers to find new prospects, • marketing channels (i.e. social media, direct mail, google advertising), • integration of marketing efforts with your website for sales conversions, and • leveraging current customers for cross marketing and referrals. 	9:45 am - 10:45 am	1	Elective 	
Wed. June 23	<p>Building A Business You Can Actually Sell Tim Reed, Reed Marketing, LLC This session will cover the systems and processes that your business needs to have in place to be worth something to a buyer, what you need to understand financially about your business if you want to sell, and the key positions to have in place to run your business for you when you aren't there.</p>	9:45 am - 10:45 am	1	Elective 	
Wed. June 23	<p>Marketing Panel Participants will include Shannon and Brad Good from Good Marketing, Carter Harkins and Taylor Hill from Spark Marketer, and Eric Davis from FLM Harvest PR. Hear the panel's views regarding the next steps for retailers in the "new normal".</p>	11:00 am - 12:00 pm	1	Elective 	
Wed. June 23	<p>Moving Forward 1: Business Strategy: The expectations and promise inherent in your brand Ted Topping, Creative Insights Build your business for the "new normal" of the post-pandemic economy. These practical sessions are based on retail and service-industry best practices, which Ted is interpreting for small and medium-size businesses. The first session outlines a Moving Forward Business Strategy built on the knowledge that customers will not soon return to their pre-pandemic spending levels, which means that businesses will have to focus more on branding, experience, trust and standing out from their competitors.</p>	11:00 am - 12:00 pm	1	Elective 	
Wed. June 23	<p>NFI Gas Review Class Tom Parks, Coastroad Hearth and Patio This is the official review class for the Sixth Edition NFI Gas Certification exam. The class is based on the official reference manual for the exam, the Gas Hearth Systems Reference Manual, Sixth Edition, published Fall 2018. The class will cover installation knowledge specific to gas appliances and venting. This includes regulations and instructions, fuel characteristics and delivery, appliance requirements, venting, ventilation, and troubleshooting. All major gas hearth appliances will be covered including fireplaces, gas log sets, inserts, and freestanding stoves.</p>	12:00 pm - 3:00 pm	3		


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	Venting methods such as conventional type B-vent, direct-vent, liner systems, and vent-free will also be covered.				
Wed. June 23	<p>NFI Pellet Review Class TBD</p> <p>This is the official review class for the Sixth Edition NFI Pellet Certification exam. The class is based on the official reference manual for the exam, Pellet Hearth Systems Reference Manual, Sixth Edition, published Fall 2018. The class covers the different approaches to pellet appliance fuel delivery, and venting systems. Planning, installation, and troubleshooting knowledge will also be covered. More specifically, such subjects as appliance components, electrical requirements, vent configurations and assembly, and common causes and solutions for pellet system problems will be discussed.</p>	12:00 pm - 3:00 pm	3		
Wed. June 23	<p>NFI Woodburning Review Class Ron Kessner, Fireplaces Plus, Inc.</p> <p>This is the official review class for the NFI Woodburning Certification exam. The class is based on the official reference manual for the exam, Woodburning Hearth Systems Reference Manual, Sixth Edition, published Fall of 2018. This class covers both solid-fuel factory-built fireplaces and all types of wood stoves, including freestanding, inserts, and manufactured high-efficiency fireplaces. Installation knowledge specific to wood burning appliances, including installation and planning, solid-fuel appliance regulations and instructions, appliances, venting and ventilation, and troubleshooting are also included.</p>	12:00 pm - 3:00 pm	3		
Wed. June 23	<p>Maximizing the Value of Your Business Terry Kelm, Sunbelt Re-sales</p> <p>With the Baby Boomers starting to exit their businesses, the market for selling a business is set to become very crowded over the next several years. Building your business to stand out in that crowded market is financially prudent. Join Terry Kelm, President of Sunbelt Re-sales for an informative, no nonsense session on building a sellable business, including the attributes buyers want when they evaluate potential business purchases. Whether you are thinking about selling today or down the road, the information will be invaluable.</p>	1:00 pm - 2:00 pm	1	<p>Elective</p> 	
Wed. June 23	<p>Where's the Beef? Panel Discussion</p>	1:00 pm - 2:00 pm	1	<p>Elective</p> 	
Wed. June 23	<p>Building a Service Department: The Right Way Grant Falco, Falco's</p> <p>Everyone wants to have a service department that's effective and profitable, but building it is harder than it sounds. How do you find the right people? What happens in the offseason when things slow down? How do you know if you're making the right investment? This session will teach you why it's absolutely necessary (and wildly profitable) to invest in a top-notch service team. You'll learn:</p> <ul style="list-style-type: none"> • how to hire service techs the right way, 	1:00 pm - 2:00 pm	1	<p>Elective</p> 	

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	<ul style="list-style-type: none"> • the secret pricing model that will change your service team forever, • what it takes to hold performance accountable week in and week out. Learn to see things in a different way and build out a service profit center that scales up year after year.				
Wed. June 23	Moving Forward 2: Products & Services: Everything that you offer to customers Ted Topping, Creative Insights In five integrated sessions, speaker, author and consultant Ted Topping will help you reset and rebuild your business for the “new normal” of the post-pandemic economy. These practical sessions are based on retail and service-industry best practices, which Ted is interpreting for small and medium-size businesses. The second session describes a Moving Forward strategy for your Products and Services. With more customers placing a premium on timelessness, usefulness and versatility, products and services that people recognize will hold their value will prove “worth the investment.”	2:15 pm - 3:15 pm	1	Elective 	
Wed. June 23	Testing Protocol For Hearth Appliances Wayne Terpstra, PFS Corporation	2:15 pm - 3:15 pm	1	Technical 	
Wed. June 23	Transform Your Website in 60 Minutes Tim Reed, Reed Marketing, LLC This session will cover: <ul style="list-style-type: none"> • why most websites confuse customers out of buying, • what your website needs to have in place to reach consumers today, • how to create a wireframe for your website that puts it all into action (and saves you a ton on the cost of development). 	2:15 pm - 3:15 pm	1	Elective 	
Wed. June 23	Service Contracts Ron Segars, Ron’s Fireside Shop	3:30 pm - 4:30 pm	1	Elective 	
Wed. June 23	Designed to Sell: How to Increase Sales of BBQ Grills and Cooking Accessories Josh Tahan, Truecraft BBQ One of the most compelling cases you, as a retailer, can make for the products you sell is through the power of the demo. In this session, you will learn: <ul style="list-style-type: none"> • how to set up demonstrations, classes or in-depth technical experiences for a variety of products, • how to find and retain talented individuals in the community to help sell your products, or grow your sales associates into selling machines, • proven talking points & sales tools designed to maximize every customer-engagement, and • what information & support you need to request from the brands you represent. Additionally, all attendees will receive the speaker's handbook outlining his tried and true processes and procedures so you can get rockin' with on-site demonstrations.business, connect with more customers and save money on marketing long-term.	3:30 pm - 4:30 pm	1	Elective 	






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Wed. June 23	Installing and Servicing Products You Did Not Sell Mark Stoner, Ashbusters Chimney Service	3:30 pm - 4:30 pm	1	Elective 	

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Thurs. June 24	<p>NFI Core Review Class Dan DeMagistris, Hearth Products, LLC This is the official review class for the new First Edition NFI Core Certification exam. The class is based on the official reference manual for the exam, the Core Knowledge Reference Manual, First Edition, published Fall 2018. The class will cover combustion, heat transfer, construction, safety principles, and installation knowledge. This includes regulations and instructions, venting, ventilation, and basic electricity.</p>	8:00 am - 11:00 am	3		
Thurs. June 24	<p>NFI Hearth Design Specialist Review Class Suzanne Turner The Hearth Design Specialist certification is designed to show consumers that the sales personnel understand the technical information they need to properly plan their installation. Based on the Hearth Design Specialist Reference Manual, First Edition which was published in the fall of 2017, this certification covers the technical knowledge on combustion, heat transfer, safety and venting for woodburning, and gas and pellet hearth appliances. Other topics include an introduction to codes, standards and regulations, fuel characteristics, and appliance requirements. All major hearth appliances are covered including fireplaces, gas log sets, fireplace inserts, and free-standing stoves.</p>	8:00 am - 3:00 pm	6		
Thurs. June 24	<p>NFI Online Exams Rick Vlahos, National Fireplace Institute Online exams are now available at HPBExpo! You can take the exam when it is convenient for you. • Exams are available Wednesday, Thursday, and Friday. • There are 10 computers available for each time slot. Register early to get your preferred day and time. • Exams are graded as soon as the exam is submitted. • For complete details, contact the NFI Office at 703-524-8030.</p>	8:00 am - 5:00 pm	None		
Thurs. June 24	<p>Increasing Builder Sales Sean Rosser, Hearthsides Interested in growing your builder sales? In this session, we will discuss how to grow your builder sales efforts from a simple extension of your retail store, all the way to having a dedicated builder sales rep. We will cover: • how to segment different builders, • pricing strategies for each segment, • marketing strategies for each segment, and • pro-forma cost and profit expectations as you grow your builder sales.</p>	11:00 am - 12:00 pm	1		
Thurs. June 24	<p>NFI Gas Review Class Bob Wise, CVC Success Group This is the official review class for the Sixth Edition NFI Gas Certification exam. The class is based on the official reference manual for the exam, the Gas Hearth Systems Reference Manual, Sixth edition published Fall 2018. The class will cover installation knowledge specific to gas appliances and venting. This includes regulations and instructions, fuel characteristics and delivery, appliance requirements, venting, ventilation, and troubleshooting. All major gas hearth appliances will be covered including fireplaces, gas log sets, inserts, and freestanding stoves. Venting methods such as conventional type B-vent, direct-vent, liner systems, and vent-free will also be covered.</p>	12:00 pm - 3:00 pm	3		


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Thurs. June 24	<p>NFI Pellet Review Class Steve Gagnon, Fireplace Showcase This is the official review class for the Sixth Edition NFI Pellet Certification exam. The class is based on the official reference manual for the exam, Pellet Hearth Systems Reference Manual, Sixth Edition, published Fall 2018. The class covers the different approaches to pellet appliance fuel delivery, and venting systems. Planning, installation, and troubleshooting knowledge will also be covered. More specifically, such subjects as appliance components, electrical requirements, vent configurations and assembly, and common causes and solutions for pellet system problems will be discussed.</p>	12:00 pm - 3:00 pm	3		
Thurs. June 24	<p>NFI Woodburning Review Class Kurt Evers, Superior Fireplace and Hot Tubs This is the official review class for the NFI Woodburning Certification exam. The class is based on the official reference manual for the exam, Woodburning Hearth Systems Reference Manual, Sixth Edition, published Fall of 2018. This class covers both solid-fuel factory-built fireplaces and all types of wood stoves, including freestanding, inserts, and manufactured high-efficiency fireplaces. Installation knowledge specific to wood burning appliances, including installation and planning, solid-fuel appliance regulations and instructions, appliances, venting and ventilation, and troubleshooting are also included.</p>	12:00 pm - 3:00 pm	3		
Thurs. June 24	<p>Empire Comfort Manufacturer Specific Training Tim Cummings, Empire Comfort Systems, Inc. <i>This session is open only to current Empire dealers.</i></p>	1:00 pm - 3:00 pm		Manufacturer 	
Thurs. June 24	<p>Outdoor Kitchen 101 Casey Harvey, Ray Murray Inc. In this session you will learn the tips and tricks needed to design a functional and memorable outdoor kitchen tailored to meet the needs of their specific clients. We will also cover the basics of outdoor kitchen sales and marketing.</p>	2:15 pm - 3:15 pm	1	Elective 	
Thurs. June 24	<p>Moving Forward 3: People: The team directly and indirectly serving your customers Ted Topping, Creative Insights In five integrated sessions, speaker, author and consultant Ted Topping will help you reset and rebuild your business for the “new normal” of the post-pandemic economy. These practical sessions are based on retail and service-industry best practices, which Ted is interpreting for small and medium-size businesses. The third session offers a Moving Forward strategy regarding your People. At a time when careful shoppers and leaner store shelves will be the norm, your sales and service team(s) will be the most-effective way you have of offering your customers greater value. And it all rests on the people you hire and train..</p>	3:30 pm - 4:30 pm	1	Elective 	

HPBExpo 2021 Education Schedule – Friday, June 25

Date	Session Details	Time	CEUs	Event Type	Room #
Fri. June 25	<p>NFI Online Exams Rick Vlahos, National Fireplace Institute Online exams are now available at HPBExpo! You can take the exam when it is convenient for you.</p> <ul style="list-style-type: none"> • Exams are available Wednesday, Thursday, and Friday. • There are 10 computers available for each time slot. Register early to get your preferred day and time. • Exams are graded as soon as the exam is submitted. • For complete details, contact the NFI Office at 703-524-8030. 	8:00 am - 5:00 pm	None		
Fri. June 25	<p>How To Thrive In A Smart Home Era George Suzuki, DEXEN Industries Help your customers choose the right smart home set up for their fireplaces, outdoor kitchens, and firepits. We'll go over the platforms in the market, various ways to connect hardware and key considerations to achieve the desired outcome. Join our lively session and get all your questions answered.</p>	8:30 am - 9:30 am	1	<p>Technical</p> 	
Fri. June 25	<p>Let Them See You Sweat: Lessons I've Learned On My Personal Journey With Stress Michael Levin, Custom Solutions Inc. The speaker will share openly about their personal journey with stress and how they dealt with both the typical and unusual physical impacts experienced. They will share with you why they believe stress often goes undiagnosed and dismissed as the possible cause of significant physical damage and how you can be your own best advocate. Hear the 15 Key Learnings and what you can do to help effectively manage not only the stress in your life but your teams and those you love. Hear inspiring stories of those who came to realize how stress impacted their lives and the miracles that occurred from recognizing and dealing with that impact.</p>	9:45 am - 10:45 am	1	<p>Elective</p> 	
Fri. June 25	<p>Embracing And Driving Powerful Positive Change In Your Organization Michael Levin, Custom Solutions Inc Electric fireplaces outsell gas by a ratio of 3 to 1. Are you getting your share of the sales? Electric fireplaces aren't just for box stores and online retailers. Learn from someone who sells electric fireplaces exclusively, how to do it successfully, from displays to marketing to sales. We will cover the Why and the How of selling electric fireplaces profitably.</p>	11:00 am - 12:00 pm	1	<p>Elective</p> 	
Fri. June 25	<p>Moving Forward 4 Process: The procedures and systems that affect your customers Ted Topping, Creative Insights In five integrated sessions, speaker, author and consultant Ted Topping will help you reset and rebuild your business for the "new normal" of the post-pandemic economy. These practical sessions are based on retail and service-industry best practices, which Ted is interpreting for small and medium-size businesses. The fourth session provides a Moving Forward strategy for Process, the many ways in which you do or don't deliver service. It recognizes that many customers have adopted a more thoughtful approach to spending and are seeking guarantees instead of promises. Presents ways you can create a distinct competitive advantage that these customers will prefer and willingly pay a bit more for.</p>	1:00 pm - 2:00 pm	1	<p>Elective</p> 	

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Fri. June 25	<p>Moving Forward 5: Place: Your physical and virtual "on stage" settings Ted Topping, Creative Insights. In five integrated sessions, speaker, author and consultant Ted Topping will help you reset and rebuild your business for the “new normal” of the post-pandemic economy. These practical sessions are based on retail and service-industry best practices, which Ted is interpreting for small and medium-size businesses. The fifth session presents a Moving Forward strategy for your physical and virtual place. If your hearth business sells only to the trade, you just need a warehouse and a website. But if your business sells even partly to today’s knowledgeable end consumers, you have to offer a competitive retail interaction that can transform a mere sale into a long-lasting relationship.</p>	2:15 pm - 3:15 pm	1	Elective 	
Fri. June 25	<p>Introduction to Electrical Service Jacob Blackwell, Empire Comfort This session will cover the fundamental relationship between voltage, current and resistance in an electrical or electronic circuit called Ohm’s Law. Each type of DC circuit contains certain characteristics that determine the way its voltage and current behave. To begin analysis of the voltages and currents at each part of a circuit, an understanding of these characteristics is necessary: tools and equipment, current, voltage, resistance, series circuits, parallel circuits, series parallel circuits, basic DC circuit calculations, basic AC power, application with respect to troubleshooting heating products. At the end of the session students will be able to:</p> <ul style="list-style-type: none"> • describe the relationship of components of ohms law, • explain usage of a multi meter, • understand the basic difference between AC and DC power, • apply these concepts to troubleshooting basic electrical equipment. 	3:30 pm - 4:30 pm	1	Technical 