

## Monday, May 16

**7:00 - 8:00 AM** Registration

**8:00 AM - 5:00 PM** Indoor/Outdoor Exhibitor Showcase

**8:00 - 9:00 AM** State of MAHPBA Address

**9:00 - 9:30 AM** Networking Break

**9:30 - 10:30 AM** Concurrent Sessions

**BUSINESS** Thinking Out of the Box with your Maintenance Program – *Ruth King*

**9:30 - 11:00 AM** Session

**TECHNICAL** Levels of Inspection for Hearth Professionals  
*Bill Ryan and Mike Segerstrom*

**10:30 - 11:00 AM** Networking Break

**11:00 AM - 12:00 PM** Dealer Meeting: HHT Fireplace and Stove Brands  
*Mark Schulze, Noah Seyfert, Justin Kaufman, Tim Manning*

**Concurrent Sessions**

**BUSINESS** The Owner's ERP Implementation Playbook: How To Choose The Right Software To Unify Your Staff And Customers Through An Enterprise Resource Platform  
*Dave Rettinger, Jr.*

**TECHNICAL** Live Appearance by the Pellet Stove  
*Kurt Evers*

**12:00 - 1:00 PM** Lunch on Your Own  
*Food items available for purchase in the exhibit hall*

**1:00 - 2:00 PM** Concurrent Sessions

**BUSINESS** How to Tell if Your Financial Statements are Wrong in Less than 60 Seconds  
*Ruth King*

**SALES** The Homeowner Experience: Good Marketing Beyond the Sale  
*Brad Good and Shannon Good*

**1:00 - 2:30 PM** Dealer Meeting: Kozy Heat Product and Technical Dealer Training  
*Edmund Poplawski*

**TECHNICAL** NFI: Understanding Pellet Appliances. Breaking down the different systems within the pellet appliance to better understand functionality  
*Rich Sedgwick*

**2:00 - 2:30 PM** Networking Break

**2:30 - 3:30 PM** Dealer Meeting: RMI 2022 Dealer Products Review and Updates – *Casey Harvey*

**SALES** How to Thrive in a World of Online Reviews  
*Brad and Shannon Good*

**2:30 - 4:00 PM** Electrification and the 2022 Legislative Sessions for MAHPBA  
*MAHPBA Government Affairs Committee*

**3:00 - 4:30 PM** Session

**TECHNICAL** NFI: Understanding Pellet Appliances part 2. Troubleshooting Pellet Appliances  
*Rich Sedgwick*

**3:30 - 5:00 PM** Show Floor Open

**5:00 - 7:00 PM** Reception and Cornhole Tournament

## Tuesday, May 17

**7:00 - 8:30 AM** Registration

**8:00 AM - 3:30 PM** Indoor/Outdoor Exhibitor Showcase

**8:30 - 10:00 AM** Concurrent Sessions

**BUSINESS** Strategies to Win in a Challenging Economy  
*Tom Shay*

**SALES** Treat Your Customer How They Want To Be Treated: How to Understand Customer Personalities and Styles – *Heather Hockenberry*

**9:00 - 10:00 AM** **TECHNICAL** 2020 Was Only The Beginning – *Chris Neufeld*  
*This course is open to all dealers, distributors and manufacturers only*

**10:00 - 10:30 AM** Networking Break

**10:30 AM - 12:00 PM** Concurrent Sessions

**BUSINESS** Black Ink: cashflow management secrets your accountant never shared – *Tom Shay*

**SALES** How to Stop "Guess-Marketing" and Build a Marketing Strategy that Works  
*Heather Hockenberry*

**10:30 - 11:30 AM** Dealer Meeting: HHT Majestic and Monessen Brands – *Joel Etter*

**12:00 - 1:00 PM** Lunch on Your Own  
*Food items available for purchase in the exhibit hall*

**1:00 - 2:00 PM** Concurrent Sessions

**BUSINESS** Lawsuit Protection, Tax Reduction & Estate Planning for HPB Retailers & Distributors  
*Larry Oxenham*

**SALES** Team Up for Success! – *Tom Shay*

**TECHNICAL** Fall Protection – General Methods and Practices  
*Kevin Chambers and Shawn Renaldi*

Dealer Meeting: The Sale is Only the Beginning  
*David Ulm*

**2:00 - 2:30 PM** Networking Break

**2:30 - 3:30 PM** Concurrent Sessions

**BUSINESS** Don't Kill Your Golden Goose: Succession Strategies to Protect and Perpetuate Your Business – *Larry Oxenham*

**SALES** The Science and Art of Buying – *Tom Shay*

**TECHNICAL** Advanced Fall Protection – Management Tools and Proper Usage – *Kevin Chambers and Shawn Renaldi*