

Sunday, April 14

5:00 - 7:00 PM Welcome Reception with Exhibitors

Monday, April 15

8:00 - 9:00 AM

- Bringing Out the Best in Others
Doug Brown
- Planning for Growth: How to Build and Implement a Successful 12-Month Marketing Plan
Johanna Dorn
- SIT Millivolt and Proflame II Training
Keith Szczepanski

9:00 - 9:15 AM Break

9:15 - 10:15 AM

- Performing Our Best During These Times
Doug Brown
- Practical AI: Marketing Magic For Your Business Right Now
Brad Good and Shannon Good, Good Marketing Group
- Dexen Control Training
Keith Szczepanski

10:15 - 10:30 AM Break

10:30 - 11:30 AM

- Succession Planning
Doug Brown
- Understanding the Different Vent Types for the Retail Salesperson
Rich Sedgwick
- Job Hazard Analysis/Personal Protective Equipment Requirements
Jeff Ritter
- Hearth & Home Technologies Trade Partner Meeting
Justin Kaufman, Noah Seyfert & Tim Manning

11:30 AM - 12:45 PM MAHPBA Membership Meeting and Attendee Lunch

1:00 - 2:00 PM

- Where to Begin in Establishing a Safety Culture and Prevent Injuries
Jeff Ritter
- Mastering Objection Handling and Closing High-Value Sales: Part 1
Johanna Dorn
- Fall Protection: Plan, Provide, Train
Kurt Evers

2:00 - 2:15 PM Break

2:15 - 3:15 PM

- How to Handle Online Reviews - Both Good and Bad
Brandon Schmidt
- Mastering Objection Handling and Closing High-Value Sales: Part 2
Johanna Dorn
- Understanding Pellet Appliances to Become NFI Certified
Rich Sedgwick

3:15 - 3:30 PM Break

3:30 - 4:30 PM

- How's Your Score? Scoring Your Google Brand Page
Brandon Schmidt
- Don't settle or sacrifice: How financing can work for your business and your customer
Johanna Dorn
- Understanding Wood Appliances to Become NFI Certified
Rich Sedgwick

Tuesday and Wednesday, April 16 and 17

8:00 AM - 5:00 PM Gas Fitters Training Event

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Class Descriptions

► April 14-17, 2024 ■ Kalahari Resort ■ Pocono Manor, PA

BUSINESS

SALES

TECHNICAL

8:00 - 9:00 AM

Bringing Out the Best in Others

Doug Brown

Managerial talent is the ability to increase the productive, constructive behavior others exhibit every day. All signs indicate that current and future business leaders must deeply understand (and act on) attracting and engaging people of all ages.

Planning for Growth: How to Build and Implement a Successful 12-Month Marketing Plan

Johanna Dorn

During this class we will go over the various elements to consider when building a complete marketing plan. Additionally, we will discuss budgeting and how to layout and communicate your plan.

SIT Millivolt and Proflame II Training

Keith Szczepanski

This session will address SIT's millivolt and Millivolt Plus systems. Also, we discuss the gas valve electrical measurements and gas conversion. The SIT Proflame II portion will highlight valve familiarization and the system wiring diagram, remote transmitter and Smartstat features, and continuous pilot operation and troubleshooting.

9:15 - 10:15 AM

Performing Our Best During These Times

Doug Brown

Despite many false starts, misconceptions, and skeptical reactions, movements are underway that will change the way we must do business. Increasingly, the marketplace (and our staff) is demanding that we do things differently. We must come to grips with the fact that this challenge is not just a short-term problem that will just go away by itself. All indicators seem to be pointing out that this need to shift is here to stay.

Practical AI: Marketing Magic For Your Business Right Now

Brad Good and Shannon Good, Good Marketing Group

Join us as we dive into the world of AI and its practical applications in everyday business and marketing. In this presentation, we'll explore how AI can be a game-changer for your business, making business and marketing tasks simpler and more effective. We'll demystify AI and show you how it can be used for creating engaging content that resonates with your audience. Learn how AI can help tailor your ads for better reach and conversion, ensuring that your marketing dollars are wellspent. We'll dive into the role of AI in social media content and management, demonstrating how it can streamline your social media strategies. We'll also discuss the power of AI-driven chatbots and how they can enhance customer service, providing quick and efficient responses to inquiries, and freeing up your time to focus on other aspects of your business. This presentation is designed to be accessible, jargon-free, and packed with practical tips. Whether you're new to AI or looking to enhance your existing marketing strategies, you'll leave with actionable insights to elevate your marketing game.

Dexen Control Training

Keith Szczepanski

This class will review Dexen manual, millivolt and 3 volt electronic ignition systems. We will compare thermocouple and thermopile construction, discuss flame rectification and address common problems and troubleshooting.

10:30 - 11:30 AM

Succession Planning

Doug Brown

If ensuring that the next generation of leaders can take over a thriving, successful business and grow it is part of your desired legacy, it only makes sense that the people you entrust the business to are as prepared as possible to continue your good work. Disclaimer: This session will not cover the legal side or the process on how to buy/sell your business.

Understanding the Different Vent Types for the Retail Salesperson

Rich Sedgwick

This session will go through the various appliances that we sell in the hearth industry focusing on which venting is used and why. We will also cover which appliances may solve sales issues that arise when talking with customers about locating appliances and how to position your sales to meet your customer needs. Appliance venting covered in this session will be Stoves, Fireplaces and Fireplace Inserts for Gas, Wood and Pellet.

Job Hazard Analysis/Personal Protective Equipment Requirements

Jeff Ritter

OSHA standards require all companies conduct a PPE assessment using a Job Hazard Format. Each job needs to be identified and a designated company representative needs to document, normally by some type of JHA, the PPE assessment. Where do you start? How do you know you are conducting it properly? What are you looking for? This and more will be discussed in the training session.

Hearth & Home Technologies Trade Partner Meeting

Justin Kaufman, Noah Seyfert & Tim Manning

During this one hour meeting we will review current sales and marketing best practices/opportunities, review new product and program details for 2024 and also allow time for general business discussion/Q&A.

1:00 - 2:00 PM

Where to Begin in Establishing a Safety Culture and Prevent Injuries

Jeff Ritter

If you want to prevent injuries your company needs to have an ubiquitous Safety Culture. But what is a Safety Culture? How do you start the process to help establish a Safety Culture? How do you engage employees? What is management's role? How does having a Safety Culture affect injury rates? What is a faux Safety Culture and how do you avoid that? What really is Safety Leadership? These topics and more will be discussed in the training session.

Mastering Objection Handling and Closing High-Value Sales: Part 1

Johanna Dorn

During this class we will discuss what it takes to be a successful salesperson and overcome objections by understanding and embracing the value triangle.

Fall Protection & Roof Safety Training

Kurt Evers

We will discuss why fall protection is important, the basics of fall protection residential and commercial Restraint vs Arrest and OSHA requirements. We will then do a quick overview on the agreement between OSHA and the NCSG (Chimney Sweeps).

Class Descriptions

► April 14-17, 2024 ■ Kalahari Resort ■ Pocono Manor, PA

BUSINESS

SALES

TECHNICAL

2:15 - 3:15 PM

How to Handle Online Reviews - Both Good and Bad

Brandon Schmidt

Today's word of mouth has moved online. Online reviews can have a massive impact on where you show up on Google search, what you show up for, and whether people contact you or your cross-town competitor. After running dozens of tests across thousands of Google listings, we will be sharing the proven tactics on what matters - and doesn't matter - when it comes to online reviews. You'll come away with an action plan on how to get more positive reviews and how to handle the negative ones.

Mastering Objection Handling and Closing High-Value Sales: Part 2

Johanna Dorn

During this class we will discuss what it takes to be a successful salesperson and overcome objections by understanding and embracing the value triangle.

Understanding Pellet Appliances to Become NFI Certified

Rich Sedgwick

This one-hour session will cover Pellet Appliance concepts that prove difficult for students when preparing for The 7th Edition NFI Pellet Exam. Topics will include understanding air flow, feeder systems, and common safety systems. Once students understand concepts of Pellet appliances, diagnosing problems and troubleshooting becomes easier. This course is also good for companies who are considering selling and servicing Pellet Appliances for the first time.

3:30 - 4:30 PM

How's Your Score? Scoring Your Google Brand Page

Brandon Schmidt

When your potential customers search your name online, what do they find? Are you putting your best foot forward on Google and maximizing your brand's first impression? In this talk, we will be looking at all the ways you can shape and influence how your brand appears on Google. Attendees will receive practical tips on how to evaluate your Google profile, website, and online mentions, as well as actionable insights on how to stand out from your competition.

Don't settle or sacrifice: How financing can work for your business and your customer

Johanna Dorn

This class discusses the reasons why offering consumer financing makes sense. We will discuss how financing can help your customer feel more in control of their purchase price as well as how it can impact your promotional offers and in store signage.

Understanding Wood Appliances to Become NFI Certified

Rich Sedgwick

This one-hour session will cover Wood Stove concepts that prove difficult for students when preparing for 7th Edition NFI Wood Exam. Topics will include understanding draft and flow of chimney systems, appliance changes with EPA requirements and heat transfer and clearances. Also covered will be appliance maintenance and repair. This course is also good for companies who are considering selling and servicing Wood Appliances for the first time.