



# 2025 ANNUAL CONFERENCE

**APRIL 28, 2025**  
KALAHARI RESORT • POCONO MANOR, PA

## SCHEDULE

### Sunday, April 27

**2:00 - 4:00 PM** ■ **OSHA Ruling and Fall Protection Equipment**  
*Kurt Evers, Superior Fireplace and Garage Door, Inc.*  
*Kerry Schimelfenig, OSHA*

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

**1:30 - 2:30 PM** ■ **Meeting the Customer Where They're At**  
*Heather Hockenberry, Hockenberry Management Consulting*

■ **How to Pass the NFI Core Exam**  
*Rich Sedgwick, Executive Director, HPBEF/NFI*

### Monday, April 28

**7:00 - 8:30 AM** ■ **Registration and Breakfast with Exhibitors**

**8:30 - 9:30 AM** ■ **How to Use the Proflame 2**  
*Ray Murray, Inc.*

■ **How to Train New Salespeople/How to Identify and Hire Winning Salespeople**  
*Rob Cackowski, Monsma*

■ **Selling Electric**  
*Casey Harvey, Ray Murray, Inc.*

**9:30 - 10:30 AM** ■ **How to Pass the NFI Gas Exam**  
*Rich Sedgwick, Executive Director, HPBEF/NFI*

**9:30 - 11:00 AM** ■ **Minimum Requirements of Inspection for a New Appliance to be Installed**  
*Bill Ryan, Ryan Consulting Group*

**9:30 - 10:30 AM** ■ **The Power of Emotional Intelligence in Business**  
*Heather Hockenberry, Hockenberry Management Consulting*

**10:30 - 11:00 AM** ■ **Networking Break with Exhibitors**

**11:00 AM - 12:00 PM** ■ **Fireplace Products**  
*Noah Seyfert, Hearth & Home Technologies*

■ **Ventilation and Make-Up Air: What it is and Why it Matters for Hearth Systems**  
*Brian Barclay, RM Manifold Group*

■ **Patio Furniture 101/How to Add Patio to Your Store**  
*Brad Evans, Real Market Solutions*

**12:00 - 1:30 PM** ■ **MAHPBA Membership Meeting and Attendee Lunch, Time with Exhibitors**

**1:30 - 3:00 PM** ■ **Silica Training and Respiratory Equipment**  
*Jeff Ritter, OSHA*  
*Kerry Schimelfenig, OSHA*

**2:30 - 3:00 PM** ■ **Networking Break with Exhibitors**

**3:00 - 4:00 PM** ■ **NFI's New Comprehensive Training Programs: How to use them to help with employee onboarding and retention**  
*Rich Sedgwick, Executive Director, HPBEF/NFI*

■ **Outdoor Fireplaces and Fire Pits**  
*Haley Carrell, The Outdoor GreatRoom Company*

■ **SIT Training**  
*Chris Wolfe, Ray Murray, Inc.*

**4:00 - 5:00 PM** ■ **How to Get Started Selling in the Commercial Space and to Multi-family Properties**  
*Mike Campeggio, The Fireplace People*

■ **Electrification Class**  
*Kurt Evers, Superior Fireplace and Garage Door, Inc.*  
*Ron Kessner, Fireplaces Plus, Inc.*

■ **Dexen Training**  
*Chris Wolfe, Ray Murray, Inc.*

**GET READY FOR SOME FUN! THERE WILL BE RAFFLES AND GAMES HAPPENING ALL DAY IN THE EXHIBIT HALL, GIVING YOU PLENTY OF CHANCES TO WIN AMAZING PRIZES. MAKE SURE TO STICK AROUND UNTIL THE VERY END—THAT'S WHEN WE'LL BE HANDING OUT THE BIGGEST PRIZES. YOU WON'T WANT TO MISS IT!**

*Thank you to our Education Sponsor  
Hearth & Home Technologies!*



GENERAL

SALES

TECHNICAL