

## Sunday, May 21

- 7:30 AM - 4:00 PM** Registration Desk Open
- 8:00 - 11:30 AM** Core Review
- 8:00 AM - 3:00 PM** Hearth Design Specialist Review
- 12:00 - 5:00 PM** Show Floor Open
- 12:30 - 4:00 PM** Concurrent Reviews  
Gas Review  
Pellet Review  
Wood Review
- 5:00 - 6:30 PM** Welcome Reception with Exhibitors

## Monday, May 22

- 7:00 AM - 5:00 PM** Registration Desk Open
- 8:00 - 9:00 AM** State of MAHPBA Address
- 9:00 AM - 7:00 PM** Show Floor Open
- 9:30 - 10:30 AM** Concurrent Sessions
- BUSINESS** Finding and Keeping People, Part 1  
*Doug Brown*
- TECHNICAL** Common Safety and Health Hazards in the Masonry Industry – *Kevin Chambers*
- 9:30 - 11:00 AM** Session
- SALES** You are a brand, whether you like it or not  
*Kurt Matthews*
- 10:30 - 11:00 AM** Networking Break
- 11:00 AM - 12:00 PM** HHT Direct Dealers –  
Stove & Fireplace Brands Review
- 11:00 AM - 12:00 PM** Concurrent Sessions
- BUSINESS** Finding and Keeping People, Part 2  
*Doug Brown*
- SALES** Outdoor Living Sales – *Casey Harvey*
- TECHNICAL** Gas Tech 101 – *Rich Sedgwick*
- 12:00 - 1:00 PM** Lunch Break  
(boxed lunch provided for all attendees)
- 1:00 - 2:00 PM** HHT Indirect Dealers – Majestic &  
Monessen Brand Review

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

### BUSINESS

Don't Settle or Sacrifice - How financing can work for you AND your customer  
*Johanna Dorn*

### SALES

The Homeowner Experience  
*Brad Good and Shannon Good*

### TECHNICAL

SIT Control Technical Training  
*Keith Szczepanski*

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

### BUSINESS

GA Perspective on Combating Electrification at the State and Local Level  
*Government Affairs Panel Discussion*

### SALES

Social Media: Like it or not, why and how you should engage  
*Brad Good and Shannon Good*

### TECHNICAL

Dexen Control Technical Training  
*Keith Szczepanski*

## 5:00 - 7:00 PM Cornhole Tournament & Reception with Exhibitors

## Tuesday, May 23

- 7:30 AM - 12:00 PM** Registration Desk Open
- 8:00 AM - 5:00 PM** Gas Fitters Training Event
- 8:00 - 9:00 AM** Keynote Address: Netflix or Blockbuster: Why Now is the Moment to Change with the Market – *Tim Reed*
- 8:00 AM - 12:00 PM** Show Floor Open
- 9:00 - 9:30 AM** Networking Break
- 9:30 - 10:30 AM** Concurrent Sessions
- BUSINESS** Treat Your Customer How They Want to be Treated: Understanding Customer Personalities and Styles – *Heather Hockenberry*
- SALES** 7 Steps to the Sales Process – *Tim Reed*
- TECHNICAL** Small Changes, Big Results – *Rich Sedgwick*
- 10:30 - 10:45 AM** Networking Break
- 10:45 - 11:45 AM** Concurrent Sessions
- BUSINESS** Strategic Planning for Intentional Business Growth  
*Jeff Hockenberry*
- SALES** Building a Framework of Sales Management  
*Tim Reed*
- TECHNICAL** Unleash Your Full Potential – *Rich Sedgwick*

## Wednesday, May 24

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