

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