



HPBA Region 9 Spring Meeting

May 12, 2022

Via ZOOM



Agenda (all times PST)

7:30 am – 8:00 am – Speaker check-in and slide test

8:00 am - 8:15 am – Attendee check-in and Welcome, **Danny Kahler**, OHPBA President and **Scott Ongley**, NWHPBA President.

8:15 am - 8:30 am - **Jack Goldman**, HPBA President and **Henry Hall**, HPBA Chairman.

8:30 am - 9:30 am - **Sam O'Donnell**, WhyFire, "Simplifying the Customer Experience:

5 Best Practices to Create a Simplified Customer Experience & Grow Sales"

Consumer behavior has made a radical shift towards speed, ease, and convenience (think Amazon, Uber & Netflix). People buy from companies that are easy to do business with.

The problem is fireplace and hearth products are unfamiliar and difficult to buy. This course will arm hearth businesses with practical tools and insights to help create a simplified customer experience and grow sales.



9:30 am – 9:45 am – Break, sponsor interviews:

Claudio Stornelli, Director of Sales, Innova Heating Co

9:45 am - 10:45 am - Government Affairs Update: **Caroline Rogue**, NWHPBA Lobbyist; **Harvey Gail**, OHPBA Lobbyist; and **Corey Krill**, HPBA Manager of State Energy Policy. Gas Bans Update: **Doug Badger** and **Ramsey Cox**, Partnership for Energy Progress; and **Jennifer Yocom**, NW Natural

10:45 am – 11:45 am - **Phil Conner**, "Ignite you inner F.L.A.M.E."

Inside each one of us burns a flame that can burn brighter if we apply some of the basic principles of combustion to our daily life. The speaker will share stories and examples demonstrating how to view stresses and obstacles in life as opportunities to improve and grow our inner flames. In this content rich hour, participants will learn about their Personal Combustion Triangle, how to light their own Inner F.L.A.M.E. and leave with tools they can implement immediately.



11:45 am – 12:00 pm – Break, sponsor interviews

12:00 pm – 1:00 pm - **Tim Reed** "Designing the Perfect Showroom to Sell In"

Companies all over the country are sitting on a gold mine that they aren't fully taking advantage of—their showroom. It's easy to think that just because you have this covered, but often, customers are walking out more confused than when they came in. While some courses may recommend investing thousands of dollars into new displays, this one won't. You can take steps to maximize your showroom by understanding these simple principles:

1. Why every product on your floor must have a reason for being there
2. Why pricing must be displayed in every showroom (and how to do it effectively).
3. Why most showrooms need less displays (and what to use the extra space for instead).



Putting these principles into action will change the way your showroom operates and give your company a massive advantage in the market. You can transform your showroom with intentionality and make it a catalyst for rampant growth in your business.

1:00 pm - 1:30 pm – NWHPBA & OHPBA Affiliate Membership Meetings (break out rooms)

1:30 pm - Conference concludes