

HPBA Region 9 – Annual Meeting 2023

Date: May 4-5 2023 10AM – 3PM



Location: Best Western PLUS Hood River Inn, Hood River, OR

Hood River is a delightful town just 45 minutes from Portland. The Best Western is right on the river with fantastic views. Nearby, watch windsurfers and kiteboarders. Hood River is the windsurfing capital of the world. Downtown, enjoy numerous coffee shops, pubs, and restaurants.



Registration: Attendee fees are \$100 for HPBA members, \$140 for non-members, \$500 for exhibitors, \$250 for meal/event sponsors

Agenda (tentative)–

Thursday, May 4th:

12:00 – 4:00pm – Golf Tournament – Indian Creek Golf Club, Hood River

5:00 – 7:00pm – Welcome Reception – **Full Sail Brewery**

Friday, May 5th:

8:00 – 9:30am – Breakfast & Visit the Exhibitors

9:00 – 9:15am – **Welcome, Exhibitor Introductions, State of the Industry.**

Speakers: Tim Reed, OHPBA President and Scott Ongley, NWHPBA President

9:00 am - 12:00 pm - **CONCURRENT SESSION - NFI CORE Review Class** (Course only. Exams are done online).

Speaker: Rich Sedgwick

Register to attend: <https://www.nficertified.org/nfi-product/>

9:15 – 10:00am – **“10 Step to Execute the Perfect Job”**

Speakers: Tim Reed, Reed Marketing LLC & The Fire Time Magazine and Grant Falco

Do you get tripped up on the same parts of the job week in and week out? Missing vent pipe, teams going out with all of the parts on the order, salespeople leaving things out that they told the customer—all of this can be solved by creating an execution process. In this course, Tim and Grant take a deep dive on the details of the 10 steps needed to execute the perfect job and answer live questions as well!



10:00 – 10:30pm – **“Sales Sales Leadership: Tracking & Follow Up”**

Speaker: Tim Reed, Reed Marketing LLC & The Fire Time Magazine

Most hearth companies lose money every year because of ineffective sales techniques—largely due to lack of sales leadership. This class will teach you the steps to move the needle immediately in regards to your team's effectiveness on the sales floor and give you a road map to continue their growth in the coming months. By the end of the class you will understand these three critical aspects of sales:

- How to motivate and harness a customer's momentum with a consistent sales process
- Why thinking about the sales pipeline is critical to win more jobs
- How to follow up with customers for higher close rates and repeat business



10:30 – 11:00am – Break & Visit the Exhibitors

11:00 – 11:30pm – **“Government Affairs Hot Topics”**

Speakers: Carolyn Logue, NWHBPBA Lobbyist; Harvey Gail, OHPBA Executive Director; and Ryan Carroll, HPBA Vice President

11:30 – 12:00pm – **“Wood/Biomass Update”**

Speaker: John Crouch, HPBA Director of Public Affairs and Matt Clement

12:00 – 12:45pm – Lunch and Visit the Exhibitors

12:45 – 1:15pm – **NWHBPBA & OHPBA Affiliate Membership Meetings (*break out rooms*)**

1:15 – 2:00pm – **“Topic”**

Speaker: Alysia LaTourette, Atlas Accounting Group, Superhero Accountant and Business Advisor

1:00 pm - 4:00 pm - CONCURRENT SESSION - **NFI Gas Review Class** (Course only. Exams are done online). Speaker: Rich Sedgwick

1:15 – 2:00 pm – **“Topic TBD”**

Speaker: Alysia LaTourette, Atlas Accounting Group, Superhero Accountant and Business Advisor

2:00 – 2:45pm – **“Hiring and Inspiring Gen Z’s”**

Speaker: Matt Bradley, Why Fire

We all know that recruiting people from Gen Z to join the hearth industry is both crucial and difficult. So how do we get more young people to jump on board? And, once they're on our teams, how do we inspire them to be their very best? Contrary to popular belief, the answers to these questions don't involve more money, flexible schedules, or extra PTO (though those perks never hurt). Instead, hiring and inspiring Gen Z comes down to practicing sincerity, prioritizing morality, providing meaning, and developing fortitude. Some might see this as idealistic, but it's actually incredibly practical, and it's rooted in Matt's experiences working with thousands of young people over the last decade. If you're struggling to recruit, train, and motivate the next generation of your staff, don't miss this class.



2:45 – 3:00pm – Conference Closing

Speakers: Tim Reed, OHPBA President and Scott Ongley, NWHBPBA President

Exhibit tables: Best Western has a nice room right next to the main room for exhibit tables. These are \$500 and include two registrations and all meals.

Event Sponsors: Select your sponsorship for our **welcome social** (currently being planned at Full Sail Brewing Company on Thursday night) or for **breakfast** or **lunch** on Friday. Your support includes logo/link on the website, logo on slides during the event, and a live sponsor interview (2 minutes) during the meeting. Your sponsorship helps pay our speaker fees. Cost \$250.

Hotel: Rooms at the Best Western PLUS Hood River Inn are being held for Thursday night, May 4. A total of 20 rooms have been blocked. Rate are from \$149 – \$189 per night, plus tax. Book rooms by April 10, 2023 to guarantee availability. Call **1-800-828-7873** and mention “Hearth Patio Barbecue Conference.”

Questions: Harvey Gail, OHPBA Executive Director harvey@prsalem.com or Katie Bohocky, NWHBPBA Executive Director, nwhpba@aminc.org