



HPB Education Foundation

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Press Release (Industry Trade News) **For Immediate Release**

Simpson Dura-Vent Sponsors 2007 HPBExpo Education

Reno, Nevada – Simpson Dura-Vent is furthering the education of hearth, patio and barbecue professionals by promoting and supporting the 2007 HPBExpo Education Program at the upcoming HPBExpo. The show will be held at the Reno Sparks Convention Center in Reno, Nev., March 14-17, and offers attendees countless educational opportunities.

“Supporting the HPBExpo Education Program gives Simpson Dura-Vent a unique opportunity to give back to our industry, one that is a vital part of our growth as a company,” said John Davis, Vice President, Simpson Dura-Vent Sales and Marketing. “Specialty hearth retailers play a crucial role in educating the public on the importance and viability of alternative energy home heating products. We want to help provide the knowledge they need to be successful in this important task.”

The sponsorship allows the Hearth, Patio & Barbecue Education Foundation (HPBEF) to create an education program that rivals that of larger trade shows.

“Simpson Dura-Vent’s sponsorship of the ’07 EXPO Education Program offers HPBEF the opportunity to present a valuable education program and enables us to present a program with a variety of topics by exceptional speakers,” said Executive Director Sue Kalish. “Participation in the EXPO Education Program is increasing steadily, indicating that more professionals are taking the initiative to hone their business and technical skills that set will standards of professionalism in the industry.”

EXPO attendees will find a variety of sessions available to them in three major tracks: Business Management, Sales & Marketing, and Technical & Safety.

“The annual EXPO Education Program expands industry professionals’ knowledge,” adds Kalish. “Almost all of the sessions carry National Fireplace Institute® (NFI) Continuing Education Units (CEUs), enabling professionals who earn the required credits to renew their certification without taking exams.”

Here are some highlights of this year’s program:

- “Filling the Glass for Sales Success,” “Cost-Effective Yellow Pages Advertising for Hearth, Patio & Barbecue Retailers,” Barry Maher, Barry Maher & Associates.
- “Brand Image in a Changing World,” “Opportunity is Knocking: Surviving in a Big Box World,” Connie Post, Connie Post Companies.
- “Wake Up & Smell the Competition,” “The Customer of the Future: Will Tomorrow's Customers Be Yours?” Christine Corelli, Christine Corelli & Associates.
- “What's Coming Down the Pipe: Liquefied Natural Gas & Its Effect on Hearth Appliances,” Ted Williams, American Gas Association.
- “Ignite the Glow: Exciting Backyard Fireplace Designs,” Rob Lewis, Canyon Fireplace Design Center.
- “Strategic Planning: Why It Is Essential for Every Business,” “Financing a Growing Business: Profit & Cash Flow Are Not the Same,” Dennis McCuiston, McCuiston & Associates, Inc.

Also, Education Passport holders can explore sessions on “The New Outdoor/Indoor Room” on Wednesday and Thursday:

- “How to Start Up an Outdoor Room Business,” by Jerry Isenhour Sr., The Fire Place Patio & Grill Center;
- “From the BBQ Queen: How to Host a Barbecue Demonstration at Your Store,” by Karen Adler, Pig Out Productions, Inc.;
- “Outdoor Kitchens: Trends from the Kitchen Designer Association,” by Ed Pell, National Kitchen & Bath Association.

Passports grant entrance into all of the Business Management, Sales & Marketing, and Technical & Safety offerings (except for a few select courses with fees, the Hearth Hands-On Training, and the NFI Certification courses).

Education hours are Wednesday (the day prior to the show opening), March 14, 8:30 a.m. to 4:30 p.m.; Thursday, March 15, 1 p.m. to 4:30 p.m.; Friday, March 16, 8:30 a.m. to 4:30 p.m.; and Saturday, March 17, 8 a.m. to 2:30 p.m.

For a complete schedule of education offerings, visit www.hpbexpo.com.

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