

Press Release (Industry Trade News)

Hearth Education Foundation

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HPBEXPO Education Sponsor for Second Consecutive Year is Lennox Hearth Products

Atlanta, GA –For the second straight year, Lennox® Hearth Products/Security Chimneys International demonstrates its commitment to furthering the education of hearth, patio and barbecue professionals by promoting and financially supporting the EXPO Education program slated for this year's HPBEXPO. The 2005 EXPO, here at the Georgia World Congress Center in Atlanta, February 23 through 26, presents countless opportunities for attendees to learn and earn.

“We feel privileged and proud to again sponsor the EXPO Education Program,” said Robert J. Dischner, director of marketing for Lennox Hearth Products. “The speakers and sessions at the '05 EXPO are as important as ever. Education Passport holders can expect to take away critical knowledge from recognized experts in their fields.”

“Lennox/Security Chimneys International's generous sponsorships of the '04 and '05 Expos have provided the HEARTH Education Foundation with the means to deliver a valuable education program,” said Executive Director Sue Kalish. “We've been able to raise the bar once more in terms of number of sessions and the caliber of speakers, thanks to the significant contribution from Lennox/Security Chimneys International.”

With a record attendance expected at the '05 EXPO, several sessions are planned to provide techniques and skills for professionals to educate themselves on financial management, marketing, salesmanship, human resource skills, and more...all designed to

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place industry members in a better position to capture the profits and respect they deserve.

Participation in the EXPO Education Program is steadily on the incline, indicating more professionals are taking the initiative to hone their business skill set, in turn raising the standards of professionalism in the industry. “The annual EXPO Education Program serves as the ideal vehicle for expanding industry professionals’ knowledge,” added Kalish. “In addition, many of the sessions carry National Fireplace Institution® (NFI) certification renewal credits (CEUs), enabling professionals who earn the required credits to renew their certification without taking exams.”

Those attending the annual EXPO events purchase Education Passports for \$69. Passports grant entrance into all of the Business Management, Sales & Marketing, Technical & Safety, and Barbecue sessions. The preparation courses for the NFI exams are not included in the Passport.

A variety of topics important for professional development enable show attendees to network with peers and share information and practical experiences. Here is a sampling of the programs at EXPO '05 that professionals won't want to miss:

~ Speaker, author and strategic planner Mark Mayberry leads two sessions: “Building the Dream Workforce” focuses on developing employees into entrepreneurial team members; “Nudgin” covers how to get customers to spread positive “word of mouth” advertising.

~ Bob Negen from WhizBang Training discusses “How to Get the Maximum Bang from Your Marketing Bucks.” He also covers how to get the very most from each and every customer in “Mining Diamonds in Your Own Back Yard” and offers practical financial management in “Things Your CPA and Banker Don't Tell You.”

~ Annie Pane from East Coast Feng Shui lends tips on implementing *feng shui* principles (comfort, safety, convenience, and contentment) into low cost store design and clutter management of home and office space.

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~ Dale Feb of Fireplace Investigation, Research and Education Service conducts a session on fireplace forensics (potential dangers of solid fuel-burning appliances) and important fire facts.

~ Rod Sterling from The Sterling Advisory Group talks on the major issues driving sales of outdoor room products and services.

There are dozens of other opportunities to use the Education Passport. For a complete schedule of education offerings, visit www.hpbexpo.com or call (703) 524-8030.

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