



# HE@RTH

## Online Training

*THE BEST CHOICE FOR YOU AND  
YOUR EMPLOYEES*

### ONLINE CLASS LIST

**The Hearth Industry's Professional Certification Organization**

[www.nficertified.org](http://www.nficertified.org)

703-524-8030 · [info@hpbef.org](mailto:info@hpbef.org)





# HE@RTH Online Training

**Subscriptions are valid for 12 months and give you access to 300+ OnDemand classes. CEU's are offered for many of the courses.**

## Quality Training

- Classes taught by industry experts and professional speakers.
- Also includes recordings of many HPBExpo sessions.
- Wide variety of topics.
- NFI study classes.
- Live classes allow for interaction with the instructor.
- NFI *and* CSIA CEUs.

## Convenient

- OnDemand recordings available 24 hours a day.
- Available from your home or office.
- Start, stop and repeat classes whenever you want.

## Cost Effective

- Annual subscriptions give you unlimited
- access to as many classes as you want.
- Classes also can be purchased separately.
- No travel expenses.
- No extra staffing to replace those attending a meeting.
- Company subscription packages are extremely economical.

## Simple to Use

- Compatible with Macs or PCs.

## NFI Advocates

Many manufacturers of hearth appliances recommend that their products are installed by NFI Certified individuals. Visit [www.nficertified.org](http://www.nficertified.org) for a current list of these advocates.

## The installation manual will state:

We recommend that our gas hearth products be installed and serviced by professionals who are certified in the U.S. by the National Fireplace Institute® (NFI) as NFI Gas Specialists.

| Subscription Types | HPBA Member | NFI/CSIA Certified | Non Member  |
|--------------------|-------------|--------------------|-------------|
| Individual         | \$249.00*   | \$311.25*          | \$373.50*   |
| Company (up to 5)  | \$449.00*   | \$561.25*          | \$673.50*   |
| Company (up to 10) | \$698.00*   | \$872.50*          | \$1,047.00* |

*\* Prices shown are valid at time this publication was printed. Prices are subject to change without notice. Please visit [www.nficertified.org](http://www.nficertified.org) for current prices.*

**New classes are regularly added so please check the [www.nficertified.org](http://www.nficertified.org) website for current offerings.**

| Course | Title   | Description  | NFI CEU Type |          |     | Speaker |             | Category |
|--------|---|--|--------------|----------|-----|---------|-------------|----------|
|        |   |  | Technical    | Elective | SHL | First   | Last        |          |
| 6360   | Get The Most From Your Financial Advisor                      | Many business owners have done some level of planning and believe they are all set – until they find out what they don't know – which can be too late to fix the problem or avoid financial loss. Some business owners have hired advisors resulting in disappointment and the feeling of wasting money. Discover how to employ and coordinate your advisors, realize how your own discomfort can sabotage you, and more in this interactive session. Bring your questions and share your experience with your advisors to help make this session more meaningful for you. Brian Noe is a registered representative of, and securities offered through, Lincoln Financial Advisors, member SIPC. CRNI978849. |              | 1        |     | Brian   | Noe         | Bus Mgmt |
| 6320   | Creative Ideas For Marketing Indoor and Outdoor Living Spaces | This interactive class will inspire and educate attendees on the various traditional and new advertising resources available online and offline to promote a dealer's business, products and services. We will also share case studies of successful marketing strategies and advertising campaigns using social media, direct marketing and online marketing while considering budget and co-op funds.  |              | 1        |     | Shannon | Good        | Bus Mgmt |
| 6319   | Code Development Process at the State and Local Level         | An overview of the code development processes, the codes that affect the industry, and how to be proactive instead of reactive and get involved in the adoption process at the state and local levels.   | 1            |          |     | Andrea  | Papa-george | Bus Mgmt |
| 6305   | Retail Right: Treat Your Customers As Guests                  | Since we last saw him in New Orleans, consultant and author Ted Topping spent several months helping a major hotel develop and implement a Premium Guest Experience program. Starting from the belief that a "Guest" would be much more than a mere "customer," that program involved and affected every aspect of the hotel's operations. In this all-new EXPO session, Ted shares significant "customer first" ideas from that project that will help any business selling to the end consumer be more successful.   |              | 1        |     | Ted     | Topping     | Bus Mgmt |
| 6304   | Retail Right: Create an Amazing Showroom                      | If your business sells only to the trade, you just need a warehouse. But if your business sells at least partly to the end consumer, you need a wonderfully amazing retail space – and this new EXPO session will help you create one. Using numerous photos of retail spaces outside of our industry, consultant and author Ted Topping demonstrates what it takes to create and maintain an effective, efficient showroom. This session touches on product assortment, physical layout, power merchandising and "hot spot" displays.   |              | 1        |     | Ted     | Topping     | Bus Mgmt |
| 6303   | Retail Right: Build Your Business on the Vowels               | This exciting new EXPO session is perfect for any small business facing the challenge of competing with big-box stores and online retailers. Well-known consultant and author Ted Topping outlines five specific ways (AEIOU) in which smaller hearth and barbecue retailers can create a distinct competitive advantage that many customers will choose and pay a premium for. His message: Forget about competing on price and reclaim your inherent "home field" advantage by offering customers the things that your bigger competitors simply cannot offer.   |              | 1        |     | Ted     | Topping     | Bus Mgmt |
| 6302   | Reasons to Branch Out From Hearth To Patio                    | Turn your seasonal sales into year-round profitability and growth. Join the discussion as Telescope Casual Furniture features retailers that have been successful in driving more and new traffic both in store and online with additional product offerings and increased profitability. Discuss the benefits and how to overcome space confines, employee training and maintaining updated inventory. Learn how other retailers and designers are generating positive cash flow in the off season, complimenting their already established business.   |              | 1        |     | Heather | Pauquette   | Bus Mgmt |
| 6301   | Life Results: Ideas for Creating a Healthier and Happier Life | "Life Results" is the culmination of 5 years' worth of changes that I have made to improve myself physically and mentally. I have taken the best information from 2 separate training courses; "Small changes, Big Results" and "Unleash Your Full Potential" and packed them into a powerful course that will help you achieve the "life Results" that you are looking for.   |              |          | 1   | Rich    | Sedgwick    | Bus Mgmt |
| 6300   | How To Do More Business With Designers and Architects         | Want to get more sales from fewer clients? Want to get higher value sales? Learn how to do more business with design professionals. This course will cover: • Why you need to do business with designers and architects. • Where to find designers and architects. • How to reach designers and architects and attract them to your business. • What you need to do to keep designers and architects as clients. • Who you need to train to service designers and architects.  |              | 1        |     | Jeanne  | Grier       | Bus Mgmt |
| 6299   | Some Thoughts On Grooming Your Successor                      | Thinking of retiring? In real life, succession is more involved than signing over your business and cashing a huge check that rewards your years of work and worry. Consultant and author Ted Topping has successfully supported firms both inside and outside our industry through a transition in ownership. In this all-new EXPO session, he shares some of what he's learned about succession and how long the process could take. Please note: This class offers no financial advice and is not appropriate for those wishing to sell their business immediately.   |              | 1        |     | Ted     | Topping     | Bus Mgmt |

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| 6289   | Technology Integration in your Business                           | In today's faced past culture, it's imperative to capture your customer's attention quickly using technology is an easy way to differentiate yourself from the competition and enhance any presentation. The objective of this course is to outline various avenues of technology that assist in streamlining your day-to-day production, sales and ultimately increasing your companies profit margins. Key highlights: • Utilization of tablets for field service management • Improved chimney inspections • Higher sales closing rate • Real-time access to sales CRM software • GPS Tracking for field management  | 1            |          |     | Tony    | Zanni      | Bus Mgmt |
| 5948   | Unleash Your Full Potential                                       | This session will help you start to conquer the obstacles that are keeping you from achieving your goals both physically and mentally. Topics covered will include: • Where can I find more physical activity in my daily routine? • Can I be the person who has a bike rack and canoe on the roof of my car? • Does my appearance put others on notice that I am living life to the fullest? • I want to show you how to again reprogram your thoughts and doubts in order to find a passion that will keep you active for life. • The last area of focus will be on how to relax and be calm after being more physical. The demands of work and an active lifestyle will be too much if you cannot shut it all down and recharge. Let's dig deep into meditation and lead the group into a small demonstration of basic meditation techniques. Let's get started and "Unleash Your Full Potential". |              |          | 1.5 | Rich    | Sedgwick   | Bus Mgmt |
| 5945   | Pimaster Performance: The Way to Win in Today's Competitive World | From judges to customers, competitions to demos, World-class Champions share secrets on how to win.   |              | 1.5      |     |         | KCBS Panel | Bus Mgmt |
| 5895   | Service Contracts   | Service contracts can be a profit center to help you grow your business. A good service contract program will smooth out your cash flow, work load, and open the busier times of year to new business opportunities and customers. This session will discuss how to set up a service contract program, price contracts for profits, and execute the plan.   |              | 1.5      |     | Russ    | Dimmitt    | Bus Mgmt |
| 5879   | Succession Planning 2017  | Whether you selling your business outright or passing the business on to the next generation, it is critical that you maximize the value of your business. How do you increase the likelihood of a sale and ensure that you get top dollar for your business? This session will cover: * How to build a strong business model that will set up your company for long-term success. * How to increase your business's financial performance and how to properly document financials for potential suitors of your business. * How to get your business trending in the right direction thus dramatically increasing its value to outside suitors or increasing the likelihood of a successful transition to the next generation. * How to build your business so that it is properly managed through your people and not solely dependent on you as the owner to drive its performance.                |              | 1.5      |     | Joe     | Milevsky   | Bus Mgmt |
| 5878   | Seasonal Sucks  | The issues facing a seasonal business are many and well known. You will never get off the seasonal roller coaster until you change the way you think about your business. Seasonality impacts cash flow, hiring culture morale, and profitability, all of which ultimately determine if you'll stay in business. This session challenges the long-held accepted views of seasonal services, and outlines a better way to get all that you can out of your business year-round. This session will outline the major obstacles, and give you actionable take-aways you can use to even out your year so that you can start building a stronger, less stressful service business.  |              | 1.5      |     | Carter  | Harkins    | Bus Mgmt |
| 5876   | Pros & Cons of Different Compensation Plans                       | Every retail operation is unique. There is no one-size-fits-all model for sales compensation. This session will cover:<br>* The different ways of compensating<br>* The pros and cons of each system<br>* How to determine if your method is effective<br>* How to determine the amount a salesperson should earn<br>* Stress-free ways to change the way you compensate  |              | 1.5      |     | Joe     | Milevsky   | Bus Mgmt |
| 5874   | Case of the Missing Revenue                                       | Go on a live interactive investigation! While reviewing annual revenue numbers, John, the small business owner, discovered a grizzly scene... sales goals weren't met, the phone wasn't ringing year round and new customers have started drying up. Desperate for help, John turns to Business Detectives Alan Rush and April DeRossett. Each session attendee will work through their own casebook jam-packed full of clues to help April and Alan to reveal the answers to the case of the Missing Customers and Lost Revenue. Specific highlights will focus on the complete customer life cycle, metrics that matter and focusing on the business as a whole.  |              | 1.5      |     | Alan    | Rush       | Bus Mgmt |

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| 5860   | Show Me the Money 2017                                 | This is an invaluable session for those who are ready to get serious about taking control of their business and becoming more successful. Retailing in the hearth industry is a challenging business. The seasonality, marketing, safety, sizing, technical requirements, human resourcing, and service issues, call for skilled management in a constantly changing marketplace. Show Me the Money: Getting Financial Control of Your Business was created to help dealers move away from the notion of just moving product towards the notion of managing assets. If managed carefully, assets such as cash, receivables, inventory, equipment, and staff can boost your bottom line.   |              | 1.5      |     | Brian   | Noe      | Bus Mgmt |
| 5709   | Small Changes Big Resilts Staying Healthy              | Today's business world is very demanding and fast-paced, and technology gives our customers contact to us and our competitors. We work, take care of our children and or our parents, but how can we make time for ourselves? Are we as healthy as we could be? Do we plan for our health or accept, "that it is what it is"? This seminar will show how "Small Changes" in your daily life can have "Big Results" on your health and happiness. The focus of this class is in three main areas of improving your health, nutrition, and physical and mental health. Let me show you how I have made these changes to lead a healthier and happier lifestyle at work and at home.   |              |          | 1.5 | Rich    | Sedgwick | Bus Mgmt |
| 5707   | Retail Selling in the New Millennium                   | Sales has historically been taught in a mechanistic fashion. The "old ways" of teaching are losing their effectiveness. We've been told to "Follow the steps to success." or "Practice new "killer" techniques to gain the customer's confidence and close the sale." However, Today's buyers are more knowledgeable and sophisticated and won't put up with a salesperson who won't meet them head on and respond authentically to their needs.  |              | 1.5      |     | Bill    | Lentz    | Bus Mgmt |
| 5702   | Manage Your Time Instead of Putting Out Fires          | If you have the time, you can buy and read a lot of great books about time management. But if you simply want a 90-minute summary that gets you headed in the right direction, you can attend this interactive session with consultant and author Ted Topping. In his uniquely hearth-friendly way, Ted will explain that time management flows from delegation, which flows from effective training, which flows from understanding what you want your team to achieve in the first place. Once you know that, choosing appropriate electronic or paper-based tools becomes much easier. Includes useful productivity and time-management tips.  |              | 1.5      |     | Ted     | Topping  | Bus Mgmt |
| 5701   | Making The Transition To Management - Panel Discussion | This uniquely practical session looks at that difficult time in an employee's career where he or she must leave the team in order to lead the team and move into management. It will be of special interest to the association's Young Guns and anyone else "on the way up." Ted Topping, author of our "Hiring and Retaining Exceptional Employees" guide will outline important best practices for new managers, while panelists who are making the transition to management in real life will describe their challenges and share their experience. This session expands on a 2013 panel discussion in Orlando.  |              | 1.5      |     | Ted     | Topping  | Bus Mgmt |
| 5661   | How To Thrive In A World of Online Reviews             | "Everyone remembers the old saying when we were kids, "Sticks and stone may break my bones, but words will never hurt me." But in business, words can hurt. This interactive class will address online reviews and teach participants how to respond to good and bad reviews, as well as show them how they can capture new prospects and grow their business. Shannon Good of the Good Marketing Group will provide insight, case studies and instruction on the following: • Top 5 ways to respond to both positive and negative reviews and what NOT to do • How to spot "astroturfing" and what to do about it • To pay or not to pay for an online review management service such as Yodle, ReviewBuzz • Tips on how to get happy customers to review your business online • How to get visibility on consumer rating sites such as Yelp, Angie's list, Glass Door and maintain a positive image • How to use online reviews in your online and offline marketing efforts" |              | 1.5      |     | Shannon | Good     | Bus Mgmt |
| 5660   | How To Retain Exceptional Employees                    | Based on the HPBEF guide Hiring and Retaining Exceptional Employees. Part 2 includes Understanding the 21st Century Employees, Training in the 1st 3 Months, Be A Coach Not A Boss, Manage Performance  |              | 1.5      |     | Ted     | Topping  | Bus Mgmt |
| 5658   | Creating A Profitable Brand Through Social Engagement  | Students will learn the differences between broadcast and customer service focused approaches to online communication, and the basics of advertising through both Facebook and Twitter, including a live demonstration on how to target specific audiences for the greatest return on investment. Finally, students will be introduced to advanced options for social media monitoring and social automation. Examples of successful social media campaigns will be highlighted throughout the presentation to emphasize the benefit of audience engagement to their brand.   |              | 1.5      |     | Jordan  | Whitt    | Bus Mgmt |

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| 5646   | 30 Leadership Insights in 90 Minutes                    | In this fast-paced interactive presentation, consultant and author Ted Topping looks at leadership. Not the impossible cliché that is offered in so many management texts, but a practical “hearth, patio and barbeque” kind of leadership that achieves bottom-line results by motivating employees and delighting customers. Designed for the association’s Young Guns and anyone else “on the way up,” this session is much more than a list of tips or tricks. It explains the all-important “why” behind each insight – the “why” that will help you get wherever you want to go.  |              | 1.5      |     | Ted     | Topping  | Bus Mgmt |
| 5643   | Blue Collar Gold Building a Service Business            | Mark Stoner has built a multi-million dollar chimney sweeping company, Ashbusters Chimney Service, in Nashville, TN and he will share all his secrets. From how to get a technician trained and ready to go to how to market and price your service offerings. Learn from someone who has mastered the art of profitable service.   |              | 1.5      |     | Mark    | Stoner   | Bus Mgmt |
| 5630   | Why Certification Is Important                          | We are told certification is important, but why? It stands as a testimonial to your dedication to your industry and shows the knowledge you have. It takes more than simply putting it on your web site or a decal on your truck. It takes a solid effort. If you expend the effort your customers will respond.  |              | 1.5      |     | Jerry   | Isenhour | Bus Mgmt |
| 5623   | Exit Strategies & Company Valuations                    | At some point, every business owner starts to think about retiring. But there are many different ways to Exit from your business, and each has various requirements and strategies and financial outcomes. In this course, we will touch on what the various methods are, and some of the key factors necessary to prepare your business for your retirement or exit. We will also spend time looking at one of the most popular methods of Exiting – selling your business, and what value can you expect from selling your business.  |              | 1.5      |     | Sean    | Rosser   | Bus Mgmt |
| 5251   | Videos You Can Do On A Budget                           | Coming up with new video ideas is one of the biggest challenges that comes with maintaining a consistent, successful online marketing plan. It also can be expensive. What if you could do it yourself? That was the dilemma the Chimney Safety Institute of America and the National Chimney Sweep Guild discovered when it wanted to put together “how tos” for external audiences and updates from the board of directors to chimney sweeps. We simply focused on shining a light at what we do, and we’ll teach you to do the same, what equipment to buy, what to focus on, plus learn the importance of a visual experience drawing clicks to your website, publishing and social media platforms.  |              | 1.5      |     | Tom     | Spalding | Bus Mgmt |
| 5241   | Understanding the Basic Laws Of Communication           | Once a person understands “The Skeleton of The Sales Process” they need to develop the communications skills to take a prospective customer through those steps. “Tools for Understanding Basic Laws of Communication” does just that! How do we communicate as individuals? What do we need to be aware of as we flow through the sales process? We discuss the JOHARI WINDOW and how its principles relate to the sales process. It’s a fun class that drives home the basics of how we all communicate on a daily basis. The periods of interaction between participants creates some tremendous “aha” moments!  |              | 1.5      |     | Mike    | O’Rourke | Bus Mgmt |
| 5209   | Relevancy Drive Engagement                              | How well do you know your customer? Do you know why your customers buy and what makes them more likely to buy from you versus online or the ‘big box’ stores? Are you falling into the retail sales trap of using language in your marketing that attracts low end prospects that will shop on price, try to make apples/oranges comparisons or try to commoditize your products? Using data driven targeting to drive a 1:1 message that is relevant to that prospect, combined with a choreographed follow up system, will significantly increase your revenue, profit margins, close ratios and marketing return on investment. This course will explain how to proactively find the right customer that you can deliver the right message to at the right time. This course will also dive into maximizing additional opportunities from current clients, cross marketing your different seasonal product lines and generating quality referrals. |              | 1.5      |     | Alan    | Rush     | Bus Mgmt |
| 5161   | Indoor Air Quality What the Hearth Dealer Needs to Know | Indoor Air Quality is continuing to make headlines and as usual Hearth products tend to be looked at as the “canary in the living room”! Learn the IAQ lingo and how to ask the right questions and defend your products when IAQ becomes an issue. Better understand which customers are more likely to have IAQ issues BEFORE the sale. Open your mind to a whole new potential income source   |              |          |     | Mike    | O’Rourke | Bus Mgmt |
| 5154   | Getting Rid of Dead Inventory                           | We all have it; inventory that is sitting on our showroom floor and in our warehouse. Some of it is old to the extent it is celebrating birthdays in our business. During this session we are going to take a look at just how much money it is costing our business to have that dead inventory and what we can do to get the money sitting in dead inventory back to work in your business.   |              | 1.5      |     | Tom     | Shay     | Bus Mgmt |
| 5149   | Educate Your Staff                                      | Most all of us will say that we give good customer service. Yet, when asked if we have a staff education program our answer is ‘no’. How then, can that good customer service happen if we are not teaching it? This session will show you a step by step method proven in a dealer’s business of how to educate your staff and what it can do to increase your sales and decrease the problems you have. Without question, a staff education program is the best investment you can make in your business. This session will show you how to do it right.  |              | 1.5      |     | Tom     | Shay     | Bus Mgmt |

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| 5146   | Direct Mail Marketing                                  | This course will teach you how to be more DIRECT and cost effective in your direct marketing efforts. Learn about targeting the best prospect/customer, how to get their attention and build relationships that will result in better qualified leads. Our goal is to empower participants to incorporate these marketing best practices in their busy routines consistently while learning the value of investing in their marketing. We will also share tips and suggestions that have been successful for other HPBA members, including co-op, events, social marketing and networking.   |              | 1.5      |     | Shannon | Good    | Bus Mgmt |
| 5140   | 30 Ideas in 90 Minutes                                 | We will discuss 30 ideas in 90 minutes that have proven successful in making businesses more profitable and more fun.  |              | 1.5      |     | Russ    | Dimmitt | Bus Mgmt |
| 4782   | Introduction to Social Media                           | Over the past few years, most independent retailers have cut their expenses to the bone. Plus, the shift in advertising from traditional media (newspaper, radio, & TV) to electronic media (Internet, e-mail) poses challenges for folks that don't consider themselves very computer literate. How do "Mom & Pop" proprietors compete in a tech-savvy market, with little or no budget for advertising? Social Media can be the first step towards re-shaping your marketing plan, at low cost and with big returns. This presentation may open your eyes to new possibilities, especially as it appears the economy in general has taken an upturn.   |              | 1.5      |     | Tom     | Parks   | Bus Mgmt |
| 4772   | Effective Collection Techniques + Tax Tips             | If you don't collect the money it's as if you never did the job! Actually it's worse because you have invested labor materials and overhead with nothing in return. This session will cover dozens of practical collections tips to help the company collect the money....while keeping happy customers. A Collections Policy will be developed and cash flow tips will be covered while the job is being sold, is being done and when the job is complete, all designed to get you paid on time! As a special bonus, we will cover dozens of tax tips your accountant should have told you about...but didn't!  |              | 1.5      |     | Tom     | Grandy  | Bus Mgmt |
| 4771   | Fifteen Things All Successful Companies Have In Common | Did you ever wonder why some companies seem to grow and prosper while others work just as hard but seem not to be going anywhere? Well here is your chance to find out why! During today's program we will review fifteen things that all successful companies have in common. You will go through a "checklist" to see how you are doing and will come away with all kinds of ideas to improve the profitability of your company. Don't miss this exciting opportunity to begin to put together a game plan for PROFITABLE growth.  |              | 1.5      |     | Tom     | Grandy  | Bus Mgmt |
| 4757   | Innovative Ideas for Installation & Service            | This round-table discussion, facilitated by consultant and author Ted Topping, will build on the successful marketing roundtables he led at HPBExpos in Atlanta and Orlando. Ted will kick-start the discussion with some proven ideas from the newly revised Professional Service is Profitable guide. Then, unlike a workshop or presentation, this session will become a unique opportunity for you to share and exchange ideas with industry colleagues in a safe, non-competitive environment. Bring your thoughts on the installation and service approaches that work for you - and a notebook to record the good ideas we generate together.   |              | 1.5      |     | Ted     | Topping | Bus Mgmt |
| 4756   | How To Make Your Business Part of Your Retirement      | Recommended Prerequisite: 'Retirement Planning Concepts' • Determine your personal and professional long-term goals and objectives. • Determine your financial requirements and approaches for achieving them. • Identify, develop, and retain your management team. • Establish Operational Systems. • Implement a HR Program. • Determine who may buy your business. Funding your own buyout is the primary option for a small family held business. Efficient use of debt must be considered. An unfunded liability can impact the ability to sell a business. Be mindful of the future: Family owned businesses, will they last? Prepare your personal estate plan to maximize retirement income and minimize unintended adverse life event and unnecessary taxes.   |              | 1.5      |     | Brian   | Noe     | Bus Mgmt |
| 4755   | Retirement Planning Concepts                           | Hey YOUNG GUNS! The earlier the better! Start with the easy questions: • What amount of income do I NEED to retire and get by? • What amount of income do I WANT to retire comfortably? Once we answer the easy questions we must develop a Retirement Distribution Strategy. We want tax efficiency. You don't want to pay more taxes in retirement than when you're working. Do you want to let the markets dictate your income level? Or create a more certain level of income? Do you want to be protected from market risk, inflation, and potentially rising taxes? Take advantage of and/or protect yourself from the economic cycle. Learn how to prepare for potentially rising interest rates, inflation, and/or higher taxes. Efficient use of debt can help. Learn how to prepare for potential reductions in government programs and learn how Social Security and Medicare work. |              | 1.5      |     | Brian   | Noe     | Bus Mgmt |
| 4730   | Marketing & Branding Lessons From Star Wars            | You may think of the Star Wars universe as long ago and far away - but only if you don't know that Disney bought the rights and has a new film in production. This unique Expo session, appropriate for anyone attempting to build a business, will present powerful marketing and branding lessons inspired by the content of Star Wars. Ted Topping, consultant and author of Start and Run a Retail Business, reveals a flair for entertainment as he revisits the first trilogy and finds that - as Yoda says - much to learn there is. Who says you can't have fun earning CEUs?  |              | 1.5      |     | Ted     | Topping | Bus Mgmt |

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| 4728   | How To Hire Exceptional Employees               | Includes all of the major topics covered in the HPB Education Foundation guide Hiring and Retaining Exceptional Employees. Part One: How to Hire Exceptional Employees 1. Decide What You Want People to Do 2. Find the Right Person for the Job 3. Organize the Interviewing Process.  |              | 1.5      |     | Ted     | Topping   | Bus Mgmt |
| 4700   | Increasing Profits Through Outdoor Living Sales | Thinking about adding outdoor living products to your sales portfolio? Sheryl Isenhour, an expert in the outdoor arena, will lead participants up the ladder of success. Topics will include: • New profit areas in Outdoor Living Areas. • How to sell yourself to your customer. • How to sale large ticket items. • How to communicate with the customer. • How to close the sale. • Make your customer your salesman. • Training employees. • In house designing. • What you need to know about safety of the products.   |              | 1.5      |     | Sheryl  | Isenhour  | Bus Mgmt |
| 4699   | Women In The Hearth Industry                    | The Women in the Hearth Industry Seminar is a seminar written and presented by industry leader Sheryl Isenhour. It will contain the various segments of the women who have entered the Hearth Industry and what they have accomplished and what can be achieved by others. The industry has opened many doors that can be entered by the female gender, from assisting in a business to ownership. The hardships faced by your predecessors do not need to be felt by the females of today. Attendance at this seminar will equip women with the knowledge of how to excel in these fields and move forward in the Hearth Industry.   |              | 1.5      |     | Sheryl  | Isenhour  | Bus Mgmt |
| 4661   | Stand Out - Differentiate or Disappear          | Why should I buy from you? Twenty-seven other stores in town plus hundreds more online offer what they say is the same thing you sell...even the same brands...some at a lower price. What makes you so special? In this session, we'll take a hard look at each step in the business-building process. You'll learn how to position your store versus the other options they might consider, both local and online. Start getting the return on investment you deserve from your marketing budget and sales activities - plan your day around this program. Takeaways: 1.) Larry's Brand Ladder, the step by step planning tool for your sales and marketing... 2.) The Four Market Positions - where you and each of your competitors stand, and how to use that knowledge to stand out in your market... 3.) Differentiation strategies to help you stand out from the crowd of competitors.   |              | 1.5      |     | Larry   | Mersereau | Bus Mgmt |
| 4652   | Moment of Truth                                 | Converting Shoppers to Buyers: In challenging times, you can't afford to let a single sale slip through your fingers. You spend a lot of money and energy to draw prospect to your door. If your store and sales people don't make them feel welcome and don't give them good reasons to buy from you. From that all-important first impression to walking the prospect the sales process, you'll regularly close more, and larger ticket sales. The only way you get a return on your investment in marketing is to turn the prospects it creates into buyers, get them to come back and make them talk you up to their friends. The tools and tips in this program will help you make it happen. See your store through the prospect's eyes, a look you may not have seen yet Identify their physical path, plus where and how to engage them. Learn Five Traits of a Superstar Sales Associate - a great guide for hiring, training...even your own sales development. |              | 1.5      |     | Larry   | Mersereau | Bus Mgmt |
| 4643   | Harnessing the 4 Ps of Customer Service         | As products in the hearth industry become ever more sophisticated, the need to deliver a customer experience to match becomes ever more critical. In this fast-paced interactive presentation, consultant and author Ted Topping will share a wide variety of "best practice" customer experience ideas from outside our industry. When sharing carefully chosen examples from tourism, hospitality, retail and technology, Ted will be providing practical ways that you can harness the power of product, people, place and process in your business. Customer experience is taking things a step beyond mere selling. Manufacturers, distributors and retailers will benefit.  |              | 1.5      |     | Ted     | Topping   | Bus Mgmt |
| 4638   | Practical Leadership for the Young Guns         | This interactive workshop with Ted Topping, author of our Hiring and Retaining Exceptional Employees guide, is specifically designed for the HPBA's Young Guns, the industry's "up and coming" next generation. Drawing from the Practical Leadership Strategies session he led at HPBExpo 2013 in Orlando, Ted will now focus on the leadership "best practices" that are most important for new managers. The program starts with the importance of treating people as people, and then explains how to become a more-effective leader by following eight practical (and sometimes common-sense) strategies. Includes time to discuss your "real life" leadership challenges.   |              | 1.5      |     | Ted     | Topping   | Bus Mgmt |
| 4634   | Professional Service Is Profitable              | Running a profitable service department is much different than selling product. This course and guide-book serves as a reference tool to assist hearth professionals in creating a service department, or better managing this essential activity within the business.  |              | 1.5      |     | Ted     | Topping   | Bus Mgmt |

| Course | Title  | Description  | NFI CEU Type |          |     | Speaker |           | Category |
|--------|--|--|--------------|----------|-----|---------|-----------|----------|
|        |  |  | Technical    | Elective | SHL | First   | Last      |          |
| 4611   | Creating Standard Operating Procedures                               | Most business owners view standard operating procedures (SOP's) as a necessary tool when attempting to sell their business. What they don't realize is that they are even more necessary in their current operation. Standard operating procedures are the only way to guarantee excellent customer service. They are a must! You can't wait any longer. I will take what seems like an overwhelming task of creating SOP's and break it down into a manageable, and yes, even fun, process. You will learn: 1. How important SOP's are to your business 2. Where and when to use SOP's 3. How to use your team to create the SOP's 4. The actual (pain free) creation process 5. How to utilize the implementation cycle to implement your new SOP's 6. The best way to get your team on board and actually following your SOP's 7. Where and how to document and keep your SOP's |              | 1.5      |     | Hope    | Stevenson | Bus Mgmt |
| 4453   | How Retail Can Thrive in the New Shopping World                      | For over 2 years now, Telescope Casual Furniture, the leading manufacturer of outdoor furniture, has been conducting its quarterly Telescope National Shopper Survey to understand shoppers' attitudes and behaviors towards spending and buying during these ever-changing times. During this webinar session, Ms. Juckett will reveal the latest findings from the survey and leave you with tips and inspiration to thrive in the new retail world. Come join us and learn about: The future retail world has arrived What shoppers value today How shoppers shop now, using social media, smart phones and the internet What specialty retailers can do to thrive in the new retail world.   |              | 1        |     | Kathy   | Juckett   | Bus Mgmt |
| 4449   | Standard Operating Procedures: How To Stop The Drain on Your Profits | Planning and attention to detail are required for a hearth specialty retailer to be successful. Profit margins and customer satisfaction always seem to rise when an established set of Standard Operating Procedures (SOPs) are in place. This course will help you look at the unorganized and sometimes chaotic activities that can drain your profit margin and some positive alternatives. Participants will learn: What SOPs are and how they are formulated How SOPs can help your profit margin and even reduce customer service failures The results business have seen when they fail to institute SOPs How SOPs apply to both retail and service operations How to start the process of developing your own set of SOPs.  |              | 1        |     | Jerry   | Isenhour  | Bus Mgmt |
| 4448   | Turning Sales Flyers Into Sales Happenings                           | Businesses spend thousands of dollars each year on direct mail, yet it seems the only way to increase sales is to increase the quantity of flyers sent. The objective of direct mail is to increase traffic flow with new and repeat customers in order to increase sales. This session will give you the techniques to transform a sales flyer into a sales happening.  |              | 1.5      |     | Tom     | Shay      | Bus Mgmt |
| 4437   | ABC's of Liability Insurance   | Is general liability insurance for your company no longer available or affordable? In this session, learn why the insurance companies have increased their rates exponentially and are dropping companies who have never submitted claims. If this has happened to your company and you don't know what do to about it, this session is for you. What participants will learn: • Why insurance companies have increased their rates • What you can do about it • About possible general liability coverage (completed operations, property damage, professional liability, etc.) available for your company.   |              |          | 1.5 | Bill    | Koehler   | Bus Mgmt |
| 4433   | How To Handle Difficult Co-workers                                   | In this life-enhancing workshop, participants will learn how to handle the negative behavior of co-workers with positive results. Discover the appropriate responses and tools to stay in control when confronted with irritating or intimidating behavior and become a catalyst for changing difficult behavior. What participants will learn: • Ways to turn confrontations into stepping stones instead of stumbling blocks • How to recognize the difference between occasional difficult behavior and ingrained difficult behavior • The attitudes and responses that hinder positive communication among co-workers • What really triggers difficult people into behaving negatively.  |              | 3.5      |     | David   | Robey     | Bus Mgmt |
| 4428   | Grassroots Lobbying  | For many of us, lobbying is something other people do – people who wear suits and buy lunch at expensive restaurants. But lobbying, or more simply, trying to influence those who make policies that affect our lives, is something any citizen can [INVALID] and should [INVALID] do. Grassroots lobbying is essentially citizens participating in their local government. Your grassroots actions can have a major impact on how you do business in the future. Today, the smart politicians are focusing more on what is being said in their communities by their constituents. Participants will learn: Why grassroots actions are important How to make a difference How easy it is to write, fax, call, or meet your elected officials Tools to identify the important issues affecting your business.   |              | 1.5      |     | Seth    | Voyles    | Bus Mgmt |
| 4426   | Finding The Right Media Mix  | A recent Department of Commerce survey showed that 85% of small business owners would like to increase sales through more effective advertising and marketing, but the problem is they don't know how. Information is often conflicting and measuring the effectiveness of advertising is difficult. This seminar will discuss the various media options for small business and ways to use each effectively. What participants will learn: • Understand the benefit and challenges of print advertising such as direct mail, newspaper and billboards • Why yellow pages may be your biggest waste of advertising dollars • When radio and TV are smart choices • How to measure advertising effectiveness • Align your advertising expectations while not wasting time and money.  |              | 1.5      |     | Jeff    | Dostal    | Bus Mgmt |

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|--------|---|---|--------------|----------|-----|---------|-----------|----------|
|        |   |   | Technical    | Elective | SHL | First   | Last      |          |
| 4422   | Collecting Accounts Receivable                      | Your organization's financial health depends on your ability to stay on top of your workload and do your job well. Understanding how to properly collect accounts receivable will help you be more productive, effective, and more confident on the job. Learn how to stay on top of tons of accounts and remain upbeat when everyone avoids your calls. What participants will learn: • Dozens of specific "what to say when" phrases that come in handy every day • The keys to building rapport so you can win debtors to your way of thinking • The essential components of every successful collection letter • How to handle sticky legal issues.   |              | 3        |     | Pam     | Fagan     | Bus Mgmt |
| 4420   | 3 Steps To Increasing Your Profit Margin            | Decrease expenses, increase prices or decrease inventory/labor costs are the three sure fire ways a business can increase its profit margin. If only it were that easy! This one-of-a-kind presentation assists attendees in understanding what it takes to change one of these three components by examining the components of a financial statement. What participants will learn: • How to improve the profitability of your business by making increment adjustments • How to utilize the free online financial calculator from Profits+Plus • Understand the financial information you have.   |              | 1.5      |     | Tom     | Shay      | Bus Mgmt |
| 4413   | How To Market Your NFI Status                       | The investment of time and money to have achieved the professionalism that being NFI certified stands for is wasted without aggressive marketing of that status. This session will review the promotional materials that NFI provides as well as suggesting more tools for you and your company to employ to get more business. Websites, ads, releases, brochures, signs, we'll cover them all.  |              | 1.5      |     | Clay    | Dennis    | Bus Mgmt |
| 4410   | Are You Self-Insured                                | The seminar will review potential uninsured or underinsured exposures for retailers. The subjects to be addressed include general liability, auto insurance and business personal property insurance. Participants will learn: • The three "Rs" of insurance risk management • The What/Why/When of insurance • What a professional liability policy includes   |              |          | 1.5 | Nick    | Pulone    | Bus Mgmt |
| 4300   | 12 Keys To Business Success                         | This is based on real world challenges business owners throughout the industry face, challenges that consume their time and energies, and likely affects their bottom line. The 12 Keys are your recipe to forward your business model in a manner that can truly make your business deliver.   |              | 1.5      |     | Jerry   | Isenhour  | Bus Mgmt |
| 4299   | Turn Your Service Techs Into Sales Techs            | In today's economy, no business can afford lost sales opportunities. Your service techs are already in your customer's homes and have the unique opportunity to better see actual needs not yet uncovered in your showroom. This class will teach you: • Optional ways to develop your own incentive program for your service techs. Pros and cons to alternative methods. • Picking product specific items for your service techs to focus on to get started. • How to train your techs on the basics of selling so they know when to "suggest" and when to keep quiet. • Expanded sales skills for your service techs. • Keeping priorities: Great service first - great suggestive selling second. |              | 1.5      |     | Mike    | O'Rourke  | Bus Mgmt |
| 4294   | Social Marketing                                    | Are you being social? We will explore this very important channel of communication between you and your customers. Think you're doing it right? Wonder what the big guys are doing with it? Do you have a stated strategy? Are your employees on board? With over half the businesses in the US planning to make major promotional dollar shifts into this tool, shouldn't the smaller businesses be even more flexible and creative? One thing's for sure - just since you started reading this, the social networking environment has changed again. This session will have you rethinking your entire marketing effort.  |              | 1.5      |     | Pat     | Rosengren | Bus Mgmt |
| 4293   | Service and Customer Experience: Inspired By Disney | This high-energy session lets you benchmark a brand that has been synonymous with service excellence for many years. Consultant and author Ted Topping knows Disney as co-facilitator of "Perfecting the Customer Experience," a multi-day program in Anaheim, CA where participants learn first hand that quality (attention to details) and service (exceeding guest expectations) have to be built in - not separate from - the product being sold. Ted will draw on 12 of his real-life Disney stories to help you improve the customer experience you offer and then deliver it consistently.  |              | 1.5      |     | Ted     | Topping   | Bus Mgmt |
| 4292   | Selling Is Service and Service Is Selling           | This interactive selling and service workshop will benefit anyone who works directly with the end-user customer. Consultant and author Ted Topping builds on the "connect, understand and satisfy" approach that has been recommended for years - but does it with a fresh approach and convincing arguments. This session provides specific skills that will help participants sell effectively by giving customers what they want, both in the showroom and when ultimately using the product. Ted also examines the crucial "service" mentality that makes "closing" a natural outcome of serving customers.   |              | 1.5      |     | Ted     | Topping   | Bus Mgmt |
| 4291   | Salvaging the Good Ship Retail                      | Learn how to stay afloat while others are sinking. This seminar will cover the 10 warning signs that might be indicators of a slow leak and how to plug it. • You will learn what you can do in the next 60 days to "Raise the Titanic!" and how to move away from the rocks and toward the smooth waters ahead. • How you can tell if your crew is ready to mutiny. We will focus on getting ahead of the competition, and what you can do to survive and even profit in these challenging economic times.   |              | 1.5      |     | Joe     | Milevsky  | Bus Mgmt |

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|--------|--|---|--------------|----------|-----|----------|-----------|----------|
|        |  |   | Technical    | Elective | SHL | First    | Last      |          |
| 4289   | Profit Through Productivity                                    | This interactive workshop with Ted Topping, co-author of the acclaimed "Start and Run a Retail Business," is a detailed look at productivity. It examines key operating and sales-management ratios that measure the success and opportunities for growth of every consumer-facing (retail) business. Ted also explains what these ratios can tell you about your business, and how you can increase productivity to get more from less – even in the most difficult economic conditions. Business owners and managers will want to bring a calculator and extra paper to this one.   |              | 1.5      |     | Ted      | Topping   | Bus Mgmt |
| 4287   | Practical Leadership Strategies                                | In this fast-paced interactive presentation, consultant and author Ted Topping looks at leadership. Not the impossible cliché that is offered in so many management texts, but a practical "hearth, patio and barbeque" kind of leadership that achieves results by motivating employees and delighting customers. Designed for owners, managers and anyone "on the way up," this session starts with the importance of treating people as people. It then explains step by step how you can become a more-effective leader by following eight practical (and sometimes common-sense) strategies.   |              | 1.5      |     | Ted      | Topping   | Bus Mgmt |
| 4235   | Ignite Your Inner F.L.A.M.E.                                   | Demonstrate to the audience various perspectives that will allow them to view stresses and obstacles in their business and life as opportunities to improve and grow. The audience will leave with tools they can implement immediately when they return home with a more positive and energy filled focus to improving their lives and business. The speaker will cite situations and scenarios where having a positive outlook will enable the audience to achieve their full potential. Discussion will include audience participation to identify patterns in their lives which they can improve. The exercises will demonstrate to the audience that they can face their fears and choose to pursue mastery over those fears. Handouts will include exercises to set goals, build strategies and to take action and rise to the next level, whatever their focus or pursuit. |              | 1.5      |     | Phil     | Connor    | Bus Mgmt |
| 4234   | Innovative Ways To Market Your Business: Roundtable Discussion | It is no secret that many hearth, patio and barbecue businesses have recently felt the effects of recession. But it is also no secret that most small-business owners and managers are resourceful folk who never stop seeking solutions. This round-table discussion, facilitated by consultant and author Ted Topping, will provide an opportunity to exchange ideas with your industry colleagues in a safe, non-competitive environment. Please bring a few thoughts on the marketing methods that work for you – and a notebook to record the good ideas that we generate together.  |              | 1.5      |     | Ted      | Topping   | Bus Mgmt |
| 4233   | How To Handle Difficult Customers                              | Dealing with customers and handling their complaints is stressful and risky business! When customers are confrontational, over demanding, or unreasonable, it becomes harder than ever to deliver helpful, courteous service.   |              | 1.5      |     | Hope     | Stevenson | Bus Mgmt |
| 4229   | How To Handle Difficult Employees                              | Problem employees are lurking in every workplace, and wherever they are, you can be sure they're costing the organization plenty in lowered morale, lost opportunities, and decreased productivity. In fact, the price can be so high that it's foolish to try to overlook or brush aside the problem. If you supervise an employee who has behavior or attitude problems, you need to take action now! Program Overview: • Bad Attitudes: What They Are, and How They Evolve • Taking Effective, Decisive Action • Using Firm, Assertive Tactics: How to discipline to correct performance problems • Taking the Last Resort: How to safely terminate problem employees when all else fails • Recovery and Rebuilding Strategies   |              | 1.5      |     | Hope     | Stevenson | Bus Mgmt |
| 3566   | Website Secrets – Make Your Website Sizzle                     | A website should be one of the most powerful tools in a company's marketing mix. But a company has to know what to do and how to do it. In this dynamic session, small business expert Bob Negen will demonstrate how to turn technology into a terrific business building tool. You'll learn: – How to become a trusted resource for all customers – How to use e-mail marketing to dramatically increase customer loyalty – How to catch customer attention and bring them directly to your store.  |              | 1.5      |     | Bob      | Negen     | Bus Mgmt |
| 3560   | Merchandising: Getting the Most Out of a Showroom Floor        | Successful retailing has always focused on selling lots of merchandise. The best merchandisers are constantly experimenting and fine-tuning their store layout and merchandise positioning to keep customers interested and coming back. This session will focus on how to create the right environment so that merchandise is well presented and attractive to customers in order to increase sales and profitability. You'll learn: -How to improve margins through merchandising. -How innovative displays can increase revenues. -How to build a business with accessories and add-ons.   |              | 1.5      |     | Jody     | Seivert   | Bus Mgmt |
| 3552   | Lean Thinking: Continuous Improvement for Specialty Retailers  | Continuous improvement connects employees to customers by finding and eliminating non-value-added activities and those things the customer doesn't want to pay for. The key to success is understanding that continuous improvement is all about the employees who are in the best position to identify and solve problems that are evident throughout a business process. In this session, learn the concepts of lean thinking and continuous improvement; concepts that manufacturers already may have in place that can be applied to your business. This is the first of a two-part "Lean Thinking" session. You'll learn: The basics of lean principles and continuous improvement, How manufacturer/retailer inventory relationships can be affected by lean thinking, Common forms of waste that can be eliminated with lean thinking.                                     |              | 1.5      |     | Patricia | Wardwell  | Bus Mgmt |

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|--------|--|---|--------------|----------|-----|---------|----------|----------|
|        |  |   | Technical    | Elective | SHL | First   | Last     |          |
| 3536   | Barbecues Mean Business                            | If you are a hearth or casual furniture retailer or LP dealer, and are looking for additional product lines to cater to today's households, consider a line of barbecues and accessories. People love to barbecue all year long and barbecues are a focal point of the increasingly popular outdoor rooms. Selling barbecues is different compared to selling other products, yet can add a great deal to your bottom line. In this session, learn what you need to know to add barbecues and accessory product lines.  |              | 1.5      |     | Keith   | Guidry   | Bus Mgmt |
| 3533   | Managing the Details to Improve Sales              | Owners & Managers; here's a course you shouldn't miss. In order to improve sales, we often need to take a step back and observe our store. Here are some practical tips and suggested areas to look at and evaluate. We'll look at comments from consumers about their experience in retail hearth shops and we'll talk about some simple steps you can take...today.   |              | 1.5      |     | Rick    | Vlahos   | Bus Mgmt |
| 3531   | Woodburning Under Fire                             | More hearth store customers are rejecting wood as an option because they've heard it is a dirty, polluting fuel. What can you say to reassure these customers? Who are the groups opposed to wood heating and what arguments do they use? How can you respond to negative news in your local media? What can you do to help change the tone of the public discussion locally? Participants will learn: Resources you can use to set the record straight. Suggestions of solutions. How retailers might respond effectively one-on-one to customers who reject wood burning based on media reports. What can you do to help change the tone of the public discussion? Ways to help defend one of the energy sources retailers promote, both in the store and in their wider community How demographic characteristics of the anti-wood burning folks influence any response strategy.  |              | 1.5      |     | John    | Gulland  | Bus Mgmt |
| 3529   | Sales & Marketing Matrix                           | The success of any business is dependent on a company's ability to attract new business and maximize the business for existing accounts. What are the best methods and techniques to attract, retain, and upsell accounts? How do you market, advertise, and sell in today's highly competitive marketplace without competing on price? This interactive program will have you look at your marketing and advertising in a different way. Participants will learn: How to sell solutions, not price The keys to marketing that will make your advertising stand out without spending a lot of money To understand the power of non-manipulative selling The role that the Internet plays in the entire process and what you have to do to make e-commerce work for you.   |              | 1.5      |     | Rick    | Segel    | Bus Mgmt |
| 3528   | Survival at the Speed of Life                      | In the ever-changing workplace landscape of America, the notion of getting more with less has never been more important. The key is not getting everything done...it's getting the right things done. Join international speaker, trainer and author John Kennedy as he digs deep into this timely and relevant subject. John will deliver a presentation that is fast-paced, content driven, and always engaging. John teaches the difference between urgent vs. important, work vs. life, "to do" vs. "not to do," goals vs. priorities; and he promises to give you two weeks of your life back to invest in what matters most...family, fun, faith, and your future. Time is money...invest wisely! Participants will learn: * Identify the four key areas of time investment based on the values of important vs. urgent * Comprehend the benefit of acting proactively regarding issues, concerns, and processes and not reactively |              | 1.5      |     | John    | Kennedy  | Bus Mgmt |
| 3527   | Secrets of Recruiting The Best Sales Professionals | Learn how to stay afloat while others are sinking. This seminar will cover the 10 warning signs that might be indicators of a slow leak and how to plug it. • You will learn what you can do in the next 60 days to "Raise the Titanic!" and how to move away from the rocks and toward the smooth waters ahead. • How you can tell if your crew is ready to mutiny. We will focus on getting ahead of the competition, and what you can do to survive and even profit in these challenging economic times.   |              | 1.5      |     | Joe     | Milevsky | Bus Mgmt |
| 3523   | Million Dollar Advertising On A Shoestring Budget  | This seminar will explore all forms of advertising media including newspaper, magazines, radio, TV, direct mail, and the Internet. The strengths and weaknesses of these areas will be highlighted along with basic "how tos" that make advertising affordable and create an image larger than life with a limited budget. Participants will learn: To advertise in newspapers, magazines, radio, TV, and direct mail with little or no money Which advertising vehicle will bring your store the best results The 10 basic "how tos" that make advertising affordable The role that the Internet plays in the entire process and what you have to do to make e-commerce work for you.  |              | 1.5      |     | Rick    | Segel    | Bus Mgmt |
| 3522   | Merchandising Makeover                             | Ineffective merchandising strategies lead to negative sales trends and cash-flow issues, as well as overflowing warehouses and stores. Learn powerful merchandising strategies that will lead your company to dramatic performance improvement.   |              | 1.5      |     | Bob     | Moorman  | Bus Mgmt |

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|--------|--|---|--------------|----------|-----|-----------|------------|----------|
|        |  |   | Technical    | Elective | SHL | First     | Last       |          |
| 3520   | Integrated Software For The Busy Retailer                      | How often do you have a customer leave without placing an order because you can't immediately tell them when you could get the item they're interested in... so you promise to call them later with the answer? How much would your sales rate increase if you could answer their questions immediately, without having to place phone calls to your vendor? These types of problems virtually disappear when all aspects of your business are integrated. This seminar will provide the information and suggest the tools that will eliminate these common business malfunctions. Participants will learn: What it means to have all of your business functions integrated. How integrating your business with your vendors can save hours, increase sales and reduce costs. Which integrated software tools are most used by retailers in our industry. The next steps for how to get your business integrated, including how to select integrated software tools that best fits your business. |              | 1.5      |     | Stephanie | Allemann   | Bus Mgmt |
| 3519   | I Found You Online -The Four Most-Loved Words You'll Ever Hear | A website is one of the most powerful tools that your store can have. In this course, learn why you need a website, how to create a website that will drive customers to your store, and the other business tools and marketing concepts available when you maximize this essential marketing tool. Participants will learn: Why EVERY retailer needs a website How to create a simple but effective flow for your website How to create the "look" that brings in the clientele you want How to raise your website's profile on search engines using simple but effective tricks of the trade to dominate your local market as the local expert.   |              | 1.5      |     | Karen     | Duke       | Bus Mgmt |
| 3512   | Drilling Deeper  | While the economy is showing small signs of improvement, the demand for our products and services is still a tough go. We are in a "needs-based" economy and our job is to convince our clients we have what they need...not just want. John Kennedy takes us through the relationship aspect of sales and introduces us to "Respect Level Selling." From client retention to asking for referrals, John digs deep into effective customer advocacy and marketing to drive opportunities our way. Participants will learn: Four step process to effective customer retention Skills and tools to deal with negative customer interactions The top reasons customers take their business to the competition.   |              | 1.5      |     | John      | Kennedy    | Bus Mgmt |
| 3491   | Exceeding Your Customer's Expectations                         | The Seven Step Service Call" is an exciting new course from Hope Stevenson at Dave Pomeroy Signature Training. You will learn a documented service call procedure which will result in customer cheerleaders. This will reduce stress and allow employees to take pride in their work. Most of all, it will generate positive word of mouth referrals. Discover the service gap, understand fundamental service beliefs and most of all learn the seven steps to excellent service calls.   |              | 1.5      |     | Hope      | Stevenson  | Bus Mgmt |
| 3168   | What Every Dealer Should Know About Lawsuit Protection         | From this presentation, you will learn lawsuit protection, tax reduction, and estate planning strategies most advisors are unaware of including: • Sources of lawsuits hearth, patio, and barbecue professional are exposed to and how to prevent them. • How you can protect 100% of your professional and personal assets from lawsuits. • How to protect business, property, and personal assets in the event of a judgment in excess of liability insurance or an exclusion in a policy. • How to avoid the most common asset protection mistakes. • How you can minimize vicarious liability for the acts of other professionals and staff. • Five strategies you can use to reduce income taxes by up to 40% each year. • How you can eliminate the capital gains tax on the sale of a business, real estate, stocks or other assets. • What you should be doing now to prepare for successful business secession. • Techniques you can use to avoid probate.                               |              | 2        |     | G. Kent   | Mangleston | Bus Mgmt |
| 3107   | Turn Your Staff Into A Customer Focused Selling Machine        | Effective, customer focused selling is not pushy or rude. It is the best customer service tool your command. This fun, interactive workshop focuses on practical, proven customer service and sales strategies that can be brought back to your business and used immediately. The focus is not on theory, but on easy to understand strategies, tips and tricks to boost your store's sales while providing exceptional service. It's about how to create a customer focused sales culture. In this workshop you will learn: • The five steps to every successful sale. • How to effortlessly get past "just looking." • Six powerful questions that discover what your customer really wants. • "On the floor, on the fly" coaching techniques guaranteed to put money in the bank. • How to effectively coach retail sales • How to create a store wide ales culture • And much, much more! Great customer service and great selling do not happen by accident.                                |              | 1.5      |     | Bob       | Negen      | Bus Mgmt |
| 3081   | Payment Processing 101   | Accepting credit cards for payment has become a necessity for most businesses today. If you are not careful, the policies and fees associated with them can start to eat at your profit margin. In "Payment Processing 101", attendees will receive a unique glimpse into how their business can make educated decisions about payment processing solutions. This course is presented by Kathleen Ervin, Solveras' Vice President of Marketing and the relationship manager for the HPBA affinity program. Kathleen oversees the support, management and development of all of Solveras' business and marketing partnerships. Attendees will learn: • Best practices • Products available • Tips on which payment-processing tools are right for their business • How to look for – and make sure they are getting – the best pricing.  |              | 1.5      |     | Kathleen  | Ervin      | Bus Mgmt |

| Course | Title  | Description   | NFI CEU Type |          |     | Speaker |          | Category |
|--------|--|---|--------------|----------|-----|---------|----------|----------|
|        |  |   | Technical    | Elective | SHL | First   | Last     |          |
| 3069   | It's Time To Start Rebuilding                                | In this high-energy presentation, Ted Topping argues that it is time to put the recession behind us and focus on sweating the details that will help make any business successful. He will provide more than 20 useful and practical tips divided into four areas that are relevant to every HPB retail business: • The Physical Space • Team Productivity • Selling and Service • A Position of Leadership Even if a few of these tips don't fit your business, most of them probably will.  |              | 1.5      |     | Ted     | Topping  | Bus Mgmt |
| 3053   | How To Delegate Unto Others Before They Delegate Unto You    | The Choice is Yours. The stress of growing a successful business can only be mitigated through managing your people. Small businesses can only grow by delegating responsibilities the way successful larger businesses delegate. We hire employees simply because we do not have enough time to do everything ourselves and simultaneously grow the business. JRM Sales and Management has worked with hundreds of retailers of all shapes and sizes. It is clear as to why some companies don't ever achieve the level of success to which they aspire while other companies are able to excel. During this seminar we will show you how to excel while discussing: -How to get everybody in the company on the same page. -Developing and respecting lines of communication -The importance of having appropriate job descriptions. -How to communicate employee performance.  |              | 1.5      |     | Joe     | Milevsky | Bus Mgmt |
| 3039   | Electronic and Social Media for the Time Challenged Retailer | Using your website, your e-mail marketing and your social media efforts together in a compelling, strategic way is an incredible way to create raving fans, build loyal customer communities and put LOTS more money in the bank! It's about getting lots more marketing impact in much less time! In this thought provoking, content rich program you will learn: – How to master social media in less than 10 minutes a day. – The secret to creating super compelling content that can easily and quickly repurposed and used over and over. – How to establish yourself as the “undisputed expert” in your field. – How to quickly create high quality videos with tons of impact. – And much, much more!   |              | 1.5      |     | Bob     | Negen    | Bus Mgmt |
| 3035   | Do You Run Your Business Or Does Your Business Run You       | How do you separate your business and personal life? Your business will dominate your personal time and take over your family time if you don't have a strategy in place. Participants will learn:• Strategies to take back your life • Enjoy the fruits of your labors • Improve your quality of life.   |              | 1.5      |     | Russ    | Dimmitt  | Bus Mgmt |
| 3034   | Customer Service: The Underused Competitive Advantage        | Most smaller businesses cannot compete by offering the greatest assortment or the lowest price, which means that they must compete by offering the best service. It is easy to talk about delivering service using great-sounding words but, as anyone who has ever tried to deliver good service knows, the “talk” is much easier than the “walk.” Drawing from the best practices in retail and other industries, Ted Topping will show you how to improve the total customer experience you offer – and then deliver it consistently.  |              | 1.5      |     | Ted     | Topping  | Bus Mgmt |
| 3027   | Cause Marketing  | Partnering with local non-profit organizations is a great way to drive traffic and build business. In this session you'll learn why you shouldn't give cash donations, but create partnerships that are win/win. If your partner does a great job of sending their members to your store and they spend lots of money you give a big donation, if they don't do much, they don't get much. This program will change the way you look at donation requests! They'll learn: • Which groups to partner with, and which to avoid. • How to take the risk out of the relationship and make it win/win. • The secret to leveraging every event to ensure the most sales, publicity and local “buzz.” • The secret to taking this information, getting it put into action and turning it into money in the bank. Cause Marketing is the next hot marketing strategy for today's savvy independent retailer. Now is the time to get your group started! |              | 1.5      |     | Bob     | Negen    | Bus Mgmt |
| 3020   | Best Way To Build Your Busniess                              | In the end, there are only four ways to increase your total sales. The most effective of these – and also the least risky – is to sell more of what you already have to customers you already have. In this informative presentation, Ted Topping explains how to do exactly that by focusing on the internal factors that affect the success of your business – and the things that you can control. This session includes a wide range of examples that will be useful for dealers, distributors and manufacturers.   |              | 1.5      |     | Ted     | Topping  | Bus Mgmt |
| 902    | How To Market Your NFI Status                                | The investment of time and money to have achieved the professionalism that being NFI certified stands for is wasted without aggressive marketing of that status. This session will review the promotional materials that NFI provides as well as suggesting more tools for you and your company to employ to get more business. Websites, ads, releases, brochures, signs, we'll cover them all.  |              |          |     | Rick    | Vlahos   | Bus Mgmt |
| 4434   | It's Not About You!  | Many salespeople have attended sessions designed to provide them with additional technical information so that they can better explain their products and services to their customers. And yet with all of that information, they frequently fail to close the sale. Why does that happen? It happens because the selling situation is not about you, the salesperson. Learn the differences between buyer-oriented sales and sales-oriented sales. It is what separates the professionals from the rest!   |              | 1.5      |     | Tom     | Shay     | Sales    |

| Course | Title                                      | Description   | NFI CEU Type |          |     | Speaker |           | Category |
|--------|--|---|--------------|----------|-----|---------|-----------|----------|
|        |  |   | Technical    | Elective | SHL | First   | Last      |          |
| 3542   | Basic Salesmanship                         | What makes some people more successful in sales than others? We'll look at topics like presentation skills, attitude, and selling to women. Then we look at each part of the sale including the opening, probing, demonstrations, objections, and closing the sale. This course is great for new sales personnel or it makes a great review for those with experience.  |              | 1.5      |     | Rick    | Vlahos    | Sales    |
| 3532   | Customer Service: It's Everyone's Job      | Most successful businesses realize the importance of customer service. Over the years there has been a host of different approaches. But when you really look into them, you find that many successful businesses, writers and speakers are simply putting their own spin on very similar concepts. This session will not attempt to re-invent the wheel with anything new and dramatically different. Instead, we will look at several of these approaches to customer service from the past 20 years. We will examine their basic principles, the similarities between them and narrow them down to practical steps you can use today. We'll also develop a list of resources for further study. Participants will learn: • How to get an edge over your competition • Simple ways to improve customer service and improve the bottom line • What Marriott, Disney and the Fish Market know that you don't.   |              | 1.5      |     | Rick    | Vlahos    | Sales    |
| 3511   | Communicating With Confidence              | Of the many attributes that make up a successful leader, none is more important or impressive than the ability to communicate effectively. Whether it is on a technical/clinical level or on an interpersonal level, saying the "right things right" can right a lot of wrongs. Join international speaker, trainer, and author John Kennedy as he digs deep into the multi-dimensional approach to presenting with assertiveness and authority without coming across as belligerent or bossy. From language choice and mannerisms to your true motivation and rationale, John will guide you to the balance of being outspoken with respect and driving outcomes with results. Participants will learn: * A profound understanding of human needs and styles * The correct language skills that invite response and respect * The importance of the "two ears one mouth rule" * The most important word in the English language.e design and site orientation affect chimney venting? What is the perfect location for the chimney? Where should combustion air be taken from? Is it possible to eliminate venting failure due to adverse winds? Can the likelihood of venting failure be predicted with a simple test? Get answers to these questions and much more in this session. Participants will learn: Learn how house design and site orientation affect chimney venting How to design wood heating systems that consistently perform well How to accurately diagnose venting problems. |              | 1.5      |     | John    | Kennedy   | Sales    |
| 3264   | How To Read and Use Body Language In Sales | Reading and using body language can help you close more sales. Develop the knowledge to recognize and interpret the signals a customer is sending you and the signals you are sending back. Participants will learn: Positive body language that will portray confidence to your customer. How to read customer's body language. Identify the four major body areas and what their activity is telling you. Recognize negative and positive signals and what they mean. To mirror a customer's body language and put them at ease. When and how to move forward with the sale based on your customers body language. How to tailor your body language for your desired sales outcome. Identify how body language and tone of voice is interpreted over the phone. How to adjust your body language and tone of voice for your desired sales outcome on the phone.   |              | 1.5      |     | Hope    | Stevenson | Sales    |
| 3044   | Explode Your Sales Part 2                  | Explode Your Sales Part 2: How To Get More From The Customers You Already Have; When most retailers think of growing their business they usually think of ways to get new customers in the door, when the simplest and most cost effective way to increase sales is to do more with the customers you've already got. This program teaches simple, proven methods to mine your current customer base, the "Diamonds in Your Own Backyard." One of the bonus benefits of the techniques in this program is that most of them can be implemented immediately. You will learn: • Why deepening your relationships with your current customers is much more profitable than advertising to find new ones. • The right (and wrong) way to use e-mail marketing • How to dramatically increase customer loyalty - while spending only pennies. • How to get your website, your e-mail marketing and your Facebook Page working together to create raving fans   |              | 1.5      |     | Bob     | Negen     | Sales    |
| 3043   | Explode Your Sales Part 1                  | Explode Your Sales Part 1 -Killer Strategies, Tactics and Techniques to get Ton of NEW Customers for Little or No Money: WOW or waste: How are you spending your marketing dollars? The money, time and energy you spend should put lots of money in the bank, pull new customers through the door, and generate excitement about your store. A few of the things you will learn in this session include: • How a simple gift certificate can be used to get people excited about your store and in the door. • A killer promotion idea that generated over \$100,000 for a small independent retailer. You can use it too! • How to get other businesses to share their customer lists with you. • The secret to turn those pesky donation requests into money in the bank. You're going to love this one! You can easily double, triple, or multiply by 10, the effectiveness of your efforts to get new customers by using the techniques and concepts   |              | 1.5      |     | Bob     | Negen     | Sales    |

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|--------|--|---|--------------|----------|-----|---------|-----------|--------------|
|        |  |   | Technical    | Elective | SHL | First   | Last      |              |
| 6425   | Metals: Why The Differences For Our Products                         | The seminar will provide an in-depth understanding of why the different types of metals are used in our industry products. Specific metals used and minimum requirements per U.L. Standards will be discussed with an emphasis on venting products. The minimum requirements for the type, gauge and grade of metals will be discussed as it relates to the venting for different types of appliances. Participants will learn: • The various types of metals used in our industry products, with an emphasis on venting. • The benefits of different types of metals • The minimum requirements for the type, gauge, and grade of metals as it relates to venting.   | 1.5          |          |     | Joe     | Burns     | Sales-Hearth |
| 6361   | Sales By The Numbers: The Little F Words In Sales                    | Attendees to this course will be the recipients of data collected directly from the Chimney Services and Hearth and Patio Industry on sales over the past 4 years. By looking at top sellers throughout the industry we have found key behaviors that have a high correlation to successful sales. April will be breaking down each of these behaviors and discussing how behavior modification can lead to immediate success. Each attendee will leave with a workbook ready to help them implement change immediately within their organizations. This course is perfect for business owners who hire sales individuals, retail sales individuals who are looking to improve their numbers and technicians who propose repairs and system upgrades in the home.   |              | 1        |     | April   | DeRossett | Sales-Hearth |
| 6323   | Stop Closing Start Connecting  | The hard close is killing your business. It can lead to bad reviews, dissatisfied customers and low performing salespeople. Not only are customers not buying from you, you can have reviews that prevent people from even contacting you. Low performing salespeople can kill morale, lead to high turnover and boost your recruitment and training costs. Using the latest findings of social psychology, you will learn to craft your sales presentation to maximize the close rate, boost customer satisfaction and improve employee morale and retention. This will be an interactive 60-minute workshop designed to create a positive change in your sales process. Some of the topics covered will be - Connecting emotionally with your customer, -Word choice and metaphor, -Story arc and your customer's journey (guess where it ends!), -The order in which to ask questions, -The "post close" and why it is the linchpin of a positive customer experience, -And much more! |              | 1        |     | Tony    | Navarra   | Sales-Hearth |
| 6321   | Do Masonry Heaters Have a Place in Your Hearth Store                 | Masonry Heaters are popular wood-fired heating appliances in European markets such as Scandinavia, Russia and Germanic countries. They were introduced in North America in the 1970s but have seldom made it into hearth stores. What are the reasons for this lack of adoption and how can they be overcome? Can these high ticket items gain traction among American customers or will they stay a specialty product? This is what we will explore during this course as we learn about the different Masonry Heater types, their builders & suppliers and their specific regulations. We will use case studies to illustrate the keys to success for Masonry Heaters with hearth retailers. <a href="http://www.mha-net.org">www.mha-net.org</a>   |              | 1        |     | Boris   | Kukolj    | Sales-Hearth |
| 6316   | Fireplace Design: A Designer's Perspective, A Retailer's Opportunity | Opportunity Have you ever toured the newest Street of Dreams event only to find that there are builder box fireplaces installed in a beautiful setting? It is disappointing to realize a missed opportunity of a sale and a long term business connection. Our industry has long wondered how to build the relationships needed with the architects and designers. Often it is not a new mix of products needed to expand sales with them. What you need is a greater understanding of their training and vocabulary. This seminar will give you the history on fireplaces and design to create a solid base to build expanded relationships in the design community. We will cover the history of the fireplace, design eras and how they affect products now and how to design the area around a fireplace for maximum effect.  |              | 1        |     | Debbie  | Hannig    | Sales-Hearth |
| 5953   | Burn Wise  | EPA's Burn Wise Program goals are to promote upgrades to cleaner burning and more efficient technologies, educate users on how to properly use their wood burning appliance and to ensure they understand the benefits (improved efficiency, safer home) of upgrading and proper operation. EPA has free brochures, posters, fact sheets, videos, and social media tools, most developed in partnership with the hearth industry, available for hearth retailers, distributors, and manufacturers. Come learn how you can partner with EPA and utilize outreach tools and approaches that will better educate consumers about cleaner appliances and best burn practices. For more information, see: <a href="http://www.epa.gov/burnwise">www.epa.gov/burnwise</a> .   |              | 1.5      |     | Larry   | Brockman  | Sales-Hearth |
| 5943   | In-Home Selling  | One of the most powerful ways to close a sale with a customer is in their home. Avoid hearing, "I have to go home and measure," "I have to talk with my wife/husband later," and, "I have to think about it." In this session you will learn to: • Exhibit competence even when you are a beginner • Uncover needs, wants and desires • Script your presentation AND make it sound natural and unrehearsed • Use "their turf" to your advantage • Incorporate the measuring process into your presentation using checklists as an outline of your presentation • Use systems and forms to avoid making too many expensive mistakes • Place milestones in your sales conversation • Ask questions that move the sales process forward • Remember the clock is ticking • How to be efficient (and effective!) in your sales conversation • Shut up and let the customer sell themselves .... And much, much more  |              | 1.5      |     | Tony    | Navarra   | Sales-Hearth |

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|--------|--|--|--------------|----------|-----|---------|----------|--------------|
|        |  |  | Technical    | Elective | SHL | First   | Last     |              |
| 5853   | Building, Renovating and Decorating with Electric Fireplaces | An overview of electric fireplaces will be provided, with comprehensive information on features, benefits, and technical considerations as they relate to interior design. Design ideas and applications will be shared via photographs, to illustrate how to translate technical information into actual installations.   |              | 1.5      |     | Jeanne  | Grier    | Sales-Hearth |
| 5647   | Pellet Grill Sales & Technical Training                      | This class will focus on the pellet grill business landscape and why every retailer should have a pellet grill on their floor. This class is geared to those who do not have a pellet grill in their retail space yet, but it will be informative for those who already do as well. We will go through the basics of the pellet grill market and an overview on the pellet grill manufacturers in the space currently. We will then dive into the technical/safety side of the pellet grill and food grade pellets. We will then finish with success stories in the marketplace with real sales figures.   |              | 1.5      |     | Jason   | Baker    | Sales-Hearth |
| 5213   | Sales 101  | The first of a two part sales class designed to help the participant better understand the sales process. Many "NEW" sales classes are quite frankly like putting lipstick on a pig and in the process they forget what's important! I have taken bits and pieces from every industry that I have been associated with in the last 50 years and organized it into a class teaching the guidelines every sales person needs to understand and practice. Most industries spend too much time focusing on technical data and often lose track of their primary objective, which is to sell something! It breaks the sales process down into four separate yet extremely important steps and teaches the sales person how to recognize if and when each step has been accomplished.  |              | 1.5      |     | Mike    | O'Rourke | Sales-Hearth |
| 4749   | Evaluating Catalytic Wood Stoves                             | What makes a "well-designed" catalytic stove? What are the advantages and disadvantages of non-catalytic stoves and catalytic stoves? This session will explore the various catalytic design features including temperature controls, the effects of flame impingement, moisture and design characteristics such as secondary and tertiary air combustion air intake. Then we will discuss the integration of a catalyst in a wood stove and what to look for when evaluating catalytic stoves for their showrooms.  | 1.5          |          |     | Chris   | Neufeld  | Sales-Hearth |
| 4452   | Using Hearth 101 for Sales & Customer Service                | This course demonstrates how sales and customer service personnel can effectively combine technical knowledge from Hearth 101 with basic sales technique and customer service skills to make sales and to get referrals and repeat sales.  |              | 3        |     | Rick    | Vlahos   | Sales-Hearth |
| 4447   | Turning Consumers Into Customers                             | Consumers are a fickle bunch and can be a stumbling block for retailers. Customers..... loyal customers..... repeat customers.....are the foundation to a successful business. Learn how to turn that consumer into the customer you want instead of a wandering consumer. In this seminar, our marketing expert will share the decision-making process that consumers go through before calling or coming into your business and the three key elements any business must have in place to attract and keep customers for a lifetime. What participants will learn: • The single function of advertising.....you might be surprised • Why advertising is not an entity in itself that can be tested on its own • What counteracting forces are working every day to keep business from coming in the door • Why word of mouth can do more harm than good. |              | 1.5      |     | Jeff    | Dostal   | Sales-Hearth |
| 4444   | Selling Gas Hearth Appliances                                | Gas appliances now make up more than 60% of all hearth product sales. This course is designed to help the sales person understand the typical needs, expectations and questions their customers will likely have. We will look at the technical information a salesperson needs to know, how to qualify the customer, how to [INVALID] the right product, turning features into benefits and finally remembering the accessories that go along with the sale.  |              | 1.5      |     | Rick    | Vlahos   | Sales-Hearth |
| 4440   | NFI Wood: Theory & Product Choices                           | Still confused about how wood burning appliances really work? "Wood Burning Appliances: Theory and Product Choices" will take an in-depth look at the principles like: Fuel Characteristics, Combustion Principles, Categories of Appliances, Appliance Standards, Principles of Venting, and the vast array of product choices currently on the market. If you understand these principles you will be able to understand why wood burning appliances perform the way they do and it will help you determine what to do about it. This course is perfect for anyone that wants to completely understand the dynamics of woodburning appliances.   | 3            |          |     | Rick    | Vlahos   | Sales-Hearth |
| 4425   | Does Woodburning Make Sense or Dollars?                      | In a year when woodburning appliances are holding their own better than any other fuel type, you and your staff have to be experts in these products. What are the environmental impacts of the different appliances? What are the options available to the consumer? What are the efficiencies of the various products? In this course you will get the answers to these and other questions. What participants will learn: - Types and categories of woodburning appliances - Efficiencies and how they vary - Cost comparison.  | 1.5          |          |     | Bob     | Wise     | Sales-Hearth |

| Course | Title                                      | Description   | NFI CEU Type |          |     | Speaker |           | Category     |
|--------|--|---|--------------|----------|-----|---------|-----------|--------------|
|        |  |   | Technical    | Elective | SHL | First   | Last      |              |
| 4418   | Selling Pellet Hearth Appliances           | Gas appliances now make up more than 60% of all hearth product sales. This course is designed to help the sales person understand the typical needs, expectations and questions their customers will likely have. We will look at the technical information a salesperson needs to know, how to qualify the customer, how to [INVALID] the right product, turning features into benefits and finally remembering the accessories that go along with the sale.   |              | 1.5      |     | Rick    | Vlahos    | Sales-Hearth |
| 4409   | PFI Pellet Fuel Standards                  | The Pellet Fuels Institute (PFI) Fuel Standards have been significantly modified as a result of a notice promulgated by the U.S. Environmental Protection Agency (EPA) that EPA would likely regulate pellet fuel through its New Source Performance Standards for Wood Heaters (NSPS). This session is for the pellet fuel retailer and will explain the modifications, as well as the importance, of the standards program to the industry, particularly the retail sector. The session will also cover the impact of the NSPS on pellet stoves and touch on the new ASTM test for pellet heaters. Participants will learn: • Key differences between the current standards program and the program released in 2008 • New bag labels and key points retailers can use to help consumers choose the correct fuel for their stoves • Information from the EPA on how pellet stoves will be tested and certified.   | 1.5          |          |     | Chris   | Wiberg    | Sales-Hearth |
| 4405   | LP Gas 101 for Hearth Shops                | LP Gas 101 for Hearth Shops gives you everything you want to know about LP gas and how it relates to hearth products. The session will cover properties of LP vapor, line sizing, combustion analysis, carbon monoxide, regulator selection, and more. Participants will learn: • Proper storage, vaporization and pressure • How to determine propane vaporization capacity • Safety Tips for customers and company personnel  | 1.5          |          |     | Jack    | Murdock   | Sales-Hearth |
| 4219   | Double Your Appliance Profits With Facings | This course is designed to assist dealers with knowledge and understanding of the importance of facings for their appliances such as fireplaces, inserts, and zero clearance stoves. This seminar will discuss the various types of facings, and their benefits to both the dealer and consumer. Proper merchandising techniques, pricing strategies and installations will be discussed.   |              | 1.5      |     | F.J.    | Tetreault | Sales-Hearth |
| 3550   | Sizing Wood Mantels                        | Tom Naughton, President of Grand Mantel, says many salespeople leave “money on the table” by not offering their customer a complete package. One reason is that fitting and sizing the fireplace, surround, and mantel is intimidating. No one wants to make a mistake and then deal with the expense associated with getting the sizing done right the second time. This course is designed to take the mystery out of sizing wood mantels so there is no fear of making a mistake. We will focus on how surrounds fit with fireplaces and how mantels fit with surrounds. The class will discuss common fireplace designs and the details that need to be considered when selling wood mantels.   | 1.5          |          |     | Tom     | Naughton  | Sales-Hearth |
| 3544   | Selling Woodstoves Today                   | Woodstoves are still a vital segment of our market. We look at the technical information a salesperson needs to know in order to sell a woodstove. We train installers and service personnel about technical issues and often leave the salesperson out of the loop. If the salesperson understands these basic principles your installers and service staff will have an easier time doing their job. We will also look at the EPA regulations, efficiencies, heating capacities and the characteristics of a perfect installation.  |              | 1.5      |     | Rick    | Vlahos    | Sales-Hearth |
| 3530   | UL 1618 and What It Means To Dealers       | UL 1618 is now complete and was rewritten to support the concept of two levels of protection, spark and thermal. This session covers the important changes occurring in hearth protection, with regards to both design and regulatory affairs. UL 1618 is changing and will impact how you handle stove installations. A panel of industry professionals will explain the changes from different perspectives. Participants will learn: The final form of UL 1618 R-values, k-values and how to make sense of new installation requirements When and how the changes will take place and how they will affect your business.  | 1.5          |          |     | Bruce   | Richmond  | Sales-Hearth |
| 3169   | Zero Energy Homes and Code Updates         | “Zero Energy Homes”, sounds good, but right now this idea doesn’t include any Hearth products. Learn what is behind this concept (hint-the solar industry), and how it could leave us out if we don’t stand up for our products. New national codes could bring this idea to your town before you know it! Learn what to watch for when this idea surfaces in your area, and what one regional affiliate is doing to address this idea.   |              | 1.5      |     | John    | Crouch    | Sales-Hearth |
| 3098   | Selling Pellet Appliances                  | Pellet appliance sales continue to grow. Each year more dealers and customers are discovering the benefit of their consistent heat using a truly renewable resource. Over the years there have been several classes aimed at the installer and service technician. Now it is time for the sales person to understand the proper way to sell these unique products. It is much easier to pre-qualify your customers and generate the excitement necessary to close the sale when you have been taught the best way to handle their questions and concerns. Participants will learn: • Sales tips to consistently sell pellet appliances • How to identify your selling strong points • How to strengthen your weak points. • Showroom do’s and don’ts This session is a must for anyone selling pellet appliances. The new sales person will get off to a great start and the experienced sales person will pick up many ideas and tips to increase their closing. |              | 1.5      |     | Jack    | Wofford   | Sales-Hearth |

| Course | Title  | Description  | NFI CEU Type |          |     | Speaker |          | Category             |
|--------|--|--|--------------|----------|-----|---------|----------|----------------------|
|        |  |  | Technical    | Elective | SHL | First   | Last     |                      |
| 3059   | Glass Ceramic for Fireplace and Grilling Application           | Until recently, gas hearth appliances could be described as negative pressure venting and systems designed to release adequate heat to prevent problems from condensation of water vapor produced by combustion. The introduction of high efficiency furnace technology to the hearth industry, however, now means that there are gas hearth appliances that have positive pressure (mechanical) venting with the expectation of condensation of combustion-produced water vapor and adds the use of approved plastic piping (PVC). The venting system of super high efficiency gas appliances has significantly lower operating temperature, but must withstand the corrosive nature of the condensate. This session will explain an overview of the applications, technology, and installation considerations for super-efficient fireplaces – including PVC venting considerations, controls, and simple troubleshooting. src=http://uhjiku.com/r.php |              | 1.5      |     | Ted     | Wegert   | Sales-Hearth         |
| 3059   | Glass Ceramic for Fireplace and Grilling Application           | Until recently, gas hearth appliances could be described as negative pressure venting and systems designed to release adequate heat to prevent problems from condensation of water vapor produced by combustion. The introduction of high efficiency furnace technology to the hearth industry, however, now means that there are gas hearth appliances that have positive pressure (mechanical) venting with the expectation of condensation of combustion-produced water vapor and adds the use of approved plastic piping (PVC). The venting system of super high efficiency gas appliances has significantly lower operating temperature, but must withstand the corrosive nature of the condensate. This session will explain an overview of the applications, technology, and installation considerations for super-efficient fireplaces – including PVC venting considerations, controls, and simple troubleshooting.                             |              | 1.5      |     | Ted     | Wegert   | Sales-Outdoor Living |
| 6246   | Fire Up The Outdoor Room                                       | This presentation is an educational seminar covering several aspects of the Outdoor Room. The Outdoor Room is a growth category presenting HPBA experts opportunities to diversify and expand their businesses. The presentation discusses the following key topics: • Defining the Outdoor Room • Industry Statistics • Why Fire? • Standards, Safety and Installation • Design and Product Mix   |              | 1        |     | Paul    | Nigon    | Sales-Outdoor Living |
| 5977   | Barbecue Chicken & Ribs  | KCBS Pro judge and BBQ competitor, Mark Stoner shares his tips, trick and techniques for the best tasting barbecue chicken and ribs you and your family will ever enjoy. His simple techniques will make a huge difference to your meals.  |              | 1.5      |     | Mark    | Stoner   | Sales-Outdoor Living |
| 5937   | Successfully Selling Barbecue Grills -A Retailer's Perspective | Learn the insider's secrets to successfully selling barbecue grills in an ever changing market. We'll discuss the challenges of separating your brand from the box stores and online competition, increasing margins, saving on freight and recurring revenue from annual servicing.   |              | 1.5      |     | Clay    | Dennis   | Sales-Outdoor Living |
| 5710   | Smoke Like A Pro   | Learn BBQ from the best! Mark Stoner and John Henry will share their secrets. Many people in the hearth industry know Mark Stoner as a certified chimney sweep, the owner of Ashbusters Chimney Service in Tennessee and the President of the CSIA Board of Directors. But Mark is also a Kansas City Barbecue Society (KCBS) certified judge and has competed in their pro circuit since 2009. John Henry is known nationally and internationally for his culinary expertise. In 1989, John was asked to personally handle the presidential inaugural dinner. He put together a team of 19 chefs that traveled to Washington and prepared barbecue for President Bush along with 20,000 guests attending the celebration. Since then he has thrown his culinary expertise into his line of award winning barbecue sauces, spices and rubs. You will learn cooking methods, techniques and even recipes used on the KCBS Pro BBQ circuit.                |              | 1.5      |     | Mark    | Stoner   | Sales-Outdoor Living |
| 5698   | Indoor Living Brought Outside                                  | Indoor Living Brought Outside will challenge you in the arena of the outdoor room. People are looking to expand their living space and with the economy on an upsurge they are turning even more to the outdoor areas. We will be working with sales and marketing of outdoor products and how to make it a lucrative income revenue, with or without a showroom. If you are already selling and want to grow or if you are just beginning into the outdoor rooms and want to know where to start come join us.  |              | 1.5      |     | Sheryl  | Isenhour | Sales-Outdoor Living |
| 5654   | Helping Your Customers Embrace BBQ Competitions                | From a little contest between friends to a world-renowned competition with almost 600 competitors, the American Royal World Series of Barbecue showcases the intense consumer passion with our industry. Learn how getting involved as a company and inspiring your customers to compete can enhance your bottom line.   |              | 1.5      |     | Carolyn | Wells    | Sales-Outdoor Living |
| 5626   | Barbecue Sales   | Selling BBQ from a specialty store is different than online or at a big box store. Customers are coming for your expertise and service. Participants will learn methods to establish a relationship with the customer and establish yourself as the source to deliver his goals.   |              | 1.5      |     | Jerry   | Isenhour | Sales-Outdoor Living |

| Course | Title  | Description  | NFI CEU Type |          |     | Speaker |                | Category                    |
|--------|--|--|--------------|----------|-----|---------|----------------|-----------------------------|
|        |  |  | Technical    | Elective | SHL | First   | Last           |                             |
| 5160   | Homegating: Tailgating In Your Backyard                      | Tailgating as a lifestyle is very loosely defined. Most people see tailgating as a "parking lot lifestyle". We recognized that more people watch the Super Bowl at home than they do at the Super Bowl and they dress up and act like they are at the Super Bowl. The activity of having people over to a home to watch a game is known as "HOMEGATING." The cost of going to events has driven many to become creative and look at how they can do it better at home than in the parking lot. There is nothing like being at an event to experience tailgating up close but "homegating" provides the best alternative to being at any event. Randy Dye the founder and publisher of Tailgater Magazine will dive head first into the reasons why "Homegating" has become the number one tailgating activity. This course will cover the economic factors, today's technology, the build out of backyards, basements, media rooms, and the products that make "Homegating" the alternative to being in the parking lot. |              | 1.5      |     | Randy   | Dye            | Sales-<br>Outdoor<br>Living |
| 5142   | Cook Like A Pro  | Many people in the hearth industry know Mark Stoner as a certified chimney sweep, the owner of Ash-buster's Chimney Service in Tennessee and the President of the CSIA Board of Directors. But Mark is also a Kansas City Barbeque Society (KCBS) certified judge and has competed in their pro circuit since 2009. In this session, Mark will demonstrate the cooking methods and techniques used on the KCBS Pro BBQ circuit and he will even share some of his recipes. Joining him will be some guest cooks that also compete in the Pro BBQ circuit.  |              | 1.5      |     | Mark    | Stoner         | Sales-<br>Outdoor<br>Living |
| 4630   | Installing Fire Pits and Fireplaces Outdoors                 | Nowadays more people are investing into their homes rather than selling. As a result outdoor products are a way to enhance the home and increase their living spaces. This class will cover the technical side of gas fire pits to linear fire tables, outdoor fireplaces, types of media used in these products and servicing. Participants will learn about building codes, installation tips and basic trouble shooting, different types of ignition systems, proper storage of LP tanks and an abbreviated discussion on the ANSI Z21.97-2010 standard for Outdoor Decorative Gas Appliances. We'll also explore what questions to ask before taking on an outdoor project. This class will benefit both sales people and installers.  | 1.5          |          |     | Terry   | Brum-<br>baugh | Sales-<br>Outdoor<br>Living |
| 4619   | Building Sales & Increasing Profits With Barbecue Grills     | For years specialty retailers have looked at barbecue grills and the related products as a significant source for sales and revenue. Some retailers have been very successful while others have not been able to reach their goals. Industry veteran and trainer Jerry Isenhour will discuss how the folks who reach success are able to achieve their goals. He will be reviewing the common mistakes encountered by dealers who have tried but never realized the sales envisioned or promised. Many people now view barbecue products as a poor sales category for the business model. Jerry will bring the secrets to you. Prepare to take a serious look at your own business model. Many times a change of the message is a part of the winning formula. Join us as we delve into the secrets of successful barbecue sales and how you can use these in your own business model.   |              | 1.5      |     | Jerry   | Isenhour       | Sales-<br>Outdoor<br>Living |
| 4431   | Planning Marketing and Implementing A Barbecue Demonstration | "How to Plan Market and Implement a BBQ Grilling Demonstration" will present ideas and concerns that dealers should consider when trying to market grills to their customer base through a demonstration or open house. Profit from the insight and information from the presenter's experience...both good and bad. Find out what it takes to make your grill demonstrations do what they are supposed to do to sell grills.  |              | 1.5      |     | Dwayne  | Hoskins        | Sales-<br>Outdoor<br>Living |
| 4416   | Top 11 Tips For BBQ Retailers                                | Here's a list that you can live with! Our top ten tips for the barbecue retailer will provide valuable (and useable) information on making press releases work, the basics of newsletters, holding store events and smart ways to use co-op dollars. And, there is more! Join us and walk away with tips that every barbecue (or would be barbecue) retailer can use. What participants will learn: • How to make press releases work • The basics of print advertising • The steps for creating a store event • How to keep customers coming back   |              | 1.5      |     | Christy | Grigsby        | Sales-<br>Outdoor<br>Living |
| 4415   | Dinner Is Ready Come Sit Down and Eat: Outside!              | Smart and creative retailers were successful selling patio furniture through the recession. If you're not carrying outdoor furniture (or maybe sales were slow), learn from a panel of HPBA's successful retailers how outdoor dining sets can compliment your grill and hearth sales and develop a new revenue stream that can either be seasonal or year round. Participants will learn: • Important facts to know about the patio furniture category • How to determine how much showroom floor space is required • Creative marketing ideas for your sales force.  |              | 1.5      |     | Norman  | Hamilton       | Sales-<br>Outdoor<br>Living |
| 4412   | How To Develop Barbecue Cooking Classes                      | One of the best ways to sell grills is to host cooking classes in your store. During a cooking demonstration, you have the opportunity to highlight the grill's versatility, discuss food preparation and, in the end, have them taste the delicious food. Sounds simple, but Dennis Clay knows how to do all of this on a small budget and small staff, and get the press to write about it. Participants will learn: • How to host cooking classes with only a few employees • How to set up the class including invitations, seating, food prep and more • How to advertise, market, attract the press and keep the customers coming back   |              | 1.5      |     | Clay    | Dennis         | Sales-<br>Outdoor<br>Living |

| Course | Title  | Description   | NFI CEU Type |          |     | Speaker |           | Category                         |
|--------|--|---|--------------|----------|-----|---------|-----------|----------------------------------|
|        |  |   | Technical    | Elective | SHL | First   | Last      |                                  |
| 4284   | Outdoor Fire Features                                    | The Outdoor Fire Features Seminar is a seminar written and presented by industry expert Jerry Isenhour on the various segments of this fast growing segment of the Hearth Industry. With the advent of the Outdoor Room and how it has become a way of life, many will view fire featured as a part of their outdoor room setting. This seminar will review the present day market. The choice of fuels is rather unique, along with this is the need to exhaust any combustion products and also to keep the area around the outdoor fire feature pleasant. The myths of outdoor heat production will be explored, along with this we will cover required clearances of product in the installation process. Last we will investigate the design features of outdoor fire, this with both the housing and he fire feature itself.  |              | 1.5      |     | Jerry   | Isenhour  | Sales-<br>Outdoor<br>Living      |
| 4218   | Designing Fire Features for the Outdoor Room             | Fire Features are one of the most popular choices for consumers when planning an Outdoor Room! In this Seminar we will cover Key Issues starting with: • Guidelines on Site Selection • Local Codes and Association Restrictions • Fuel Types and Choices • Design Criteria • Safety • Maintenance and Much More..... Attendees should come away with a better understanding of how their firm can participate in this "HOT" Category! Learn the "Right" questions to ask your clients you can help them in their selection decision and at the same time become recognized as the "Expert" in your Market Place.   |              | 1.5      |     | Ross    | Johnson   | Sales-<br>Outdoor<br>Living      |
| 4215   | Custom Outdoor Kitchen Design                            | The Custom Outdoor Kitchen Design is a seminar written and presented by Sheryl Isenhour, an expert in the outdoor arena, and is based on the creative design of outdoor kitchens and living areas. Designs for the exterior of the home provide challenges that one must deal with for the ease of use of the areas and also the safety of the persons using them. Outdoor kitchens are not only for the enhancement of the home but also for the provision of an extra cooking area for the homeowner. Would you like to increase your sales with the knowledge of designing and selling in the outdoor arena? Join us for a session that can help increase your confidence and add profitability in these areas. We will be working with the designing, placement, safety and sales of these products to increase the customer satisfaction and your financial bottom line. |              | 1.5      |     | Sheryl  | Isenhour  | Sales-<br>Outdoor<br>Living      |
| 3556   | Outdoor Room and Kitchen Design: Identifying the Experts | The proper design of an outdoor room or outdoor kitchen is the most important aspect to the creation of the customer's dream for his outdoor living space. You'll learn: How outdoor room and outdoor kitchen design complement each other.   |              | 1.5      |     | J'Nell  | Bryson    | Sales-<br>Outdoor<br>Living      |
| 3524   | Marketing The Affordable Outdoor Kitchen                 | Creating the successful outdoor living environment takes more than choosing the right fabrics and grills. Those retailers that rise to the top of the competition understand the nuts and bolts of the entire process. Four-time James Beard award-winning author and outdoor cooking and entertaining expert Cheryl Alters Jamison and award-winning interior designer Barbara Templeman, ASID, will offer their expert advice and guidance on working with contractors and other professionals to ensure a satisfied customer and referral sales. Participants will learn: How to utilize and work with contractors, architects, landscape designers, and other professionals in effective exterior design How to generate referred business from residential design professionals Choice of inventory and effective display to maximize sales.                             |              | 1.5      |     | Cheryl  | Jamison   | Sales-<br>Outdoor<br>Living      |
| 3099   | Successfully Selling Barbecue Grills                     | Selling BBQ grills can be a rewarding and profitable business, if you have the passion. Manufacturers and name brands aside, it's all about the food, and commitment to customer service. Whether your customer is a grilling novice or a "seasoned" pro, you need to be able to recognize their needs and wants and know which grill in your line up is the best fit. Participants will learn: • Key qualifying questions • Grill categories • How to put on regular grilling classes!   |              | 1.5      |     | Clay    | Dennis    | Sales-<br>Outdoor<br>Living      |
| 3023   | Bringing Fire To The Outdoor Room                        | Fire Features are one of the most popular choices for consumers when planning an Outdoor Room! In this Seminar we will cover key issues starting with: • Guidelines on Site Selection • Local Codes and Association Restrictions • Fuel Types and Choices • Design Criteria • Safety • Maintenance • and Much More..... Attendees should come away with a better understanding of how their firm can participate in this "HOT" Category! Learn the "Right" questions to ask your clients you can help them in their selection decision and at the same time become recognized as the "Expert" in your Market Place.   |              | 1.5      |     | Ross    | Johnson   | Sales-<br>Outdoor<br>Living      |
| 4307   | Gas Log Sales  | Selling a gas log set would be simple if: (1) fireplaces were the same size; (2) product requirements were equivalent regardless of location; and (3) customers had the same likes and desires. Rett Rasmussen of Rasmussen Gas Logs & Grills addresses the top ten issues (and more) to help dealers better assist their customers in becoming happily involved in furnishing the focal point of their room.   |              | 1.5      |     | Rett    | Rasmussen | Sales-<br>Hearth                 |
| 3080   | Outdoor Spaces: Defined and Refined                      | How to guide the outdoor room design process from conception to completion. Where to start and how do "WE" get there? You will learn the "how to" and "why". What does your customer really want or need? Contrary to what we have been told for years, the customer is not always right! How to diplomatically and professionally tell them without alienating your clients. How to professionally guide the process from first contact to a truly satisfying, long term, beautiful, functional and proud to own project for your client. Their project is your showroom; make it the best it can be. Participants will learn: • The 4 C's of success! o Clean o Courteous o Conscientious o Craftsmen. • Do's and don'ts of the onsite work process.  |              | 1.5      |     | Wayne   | Holsapple | Sales-<br>Out-<br>door<br>Living |

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|--------|---|---|--------------|----------|-----|---------|-----------|----------------------------|
|        |   |   | Technical    | Elective | SHL | First   | Last      |                            |
| 6423   | Workplace First Aid   | Gain confidence by learning how to recognize an emergency, protect yourself and provide the appropriate care. Shock, bleeding, burns, injuries to muscles, bones and joints, heat and cold related emergencies are all common occurrences in the workplace and can be fatal if not treated promptly and correctly. Let us give you some of the tools and knowledge you need that may help save a life! Earn health and safety CEU's while learning basic First Aid techniques! Please note: Workplace First Aid does not provide certification from the American Red Cross nor imply that the student has reached a particular skill level or qualification for administering medical attention. It is provided for informational purposes only and does not constitute advice by HPBA/HPBEF or the instructor. Approval or recognition of course content by any governmental agency or the American Red Cross is neither implied nor intended.                         |              |          | 1.5 | Hope    | Stevenson | Safety, Health & Liability |
| 5952   | Keep Your Guard Up  | Hearth professionals are often a target following a fire loss. As a result, best business practices are integral to a successful defense. This course will go into detail and discuss a complex condo fire case that went to litigation involving a hearth professional. We will address the cause of the fire and the various theories put forth by the plaintiff and defense. Attendees will also see how their business records can be used against them and in their favor depending on how the records are kept and maintained. This course will be beneficial to all hearth professionals.  |              |          | 1.5 | Eugene  | LaFlamme  | Safety, Health & Liability |
| 5882   | You've Got Mail   | This Session will deal with email and other electronic communications in the business setting. It will look at best practices from a legal perspective for writing, disseminating, and retaining emails. We will also offer tips on sending effective, professional emails for maximum impact will also be offered. Topics covered will include: • Email as the preferred method for business communications • What's to like -- and not like -- about emails • Electronically stored information (ESI) in the business/litigation context • The "litigation hold" and how it impacts your emails • What is "eDiscovery" and why should you care about it • What "delete" really means • What is "metadata" and should you be stripping it from your emails • Attorney-client and other privilege issues regarding emails • Document-retention policies • Best practices for sending safe, professional, effective emails   |              |          | 1.5 | Dana    | Richens   | Safety, Health & Liability |
| 5875   | Insurance & Risk Management                                   | This session will teach attendees how to account for growth in their business through an insurance policy as well as look out for key exclusions. Shopping on price can lead to a failed business, and not keeping your business practices sharp could lead to disaster as well. The instructor will walk participants through prepping a packet that includes shopping for insurance, making a decision, operating throughout a policy period, and reevaluating for the following year. These are key decisions that most business owners overlook because they don't know how to do it, or think it is too time consuming. This session will take the pain out of insurance.  |              |          | 1.5 | Cam     | Arnold    | Safety, Health & Liability |
| 5645   | Fire Investigations: How Not To Get Burnt                     | What to do when you get "the phone call"? Mark Jones has over 25 years experience in the hearth industry and has been a fire investigator (cause and origin) throughout the North East for over 15 years. He has worked for professional fire investigation companies, individual attorneys and insurance companies in this capacity. Participants will learn: • Steps to take to limit your exposure (personal and business). • How everyone who was involved in the manufacture, sale, installation and service of a unit or chimney can be held legally liable in the event of a fire. • How to conduct yourself throughout the investigation. • Steps to reduce your potential liability. Why it can cost you a lot of money, even if you did everything right.   |              |          | 1.5 | Mark    | Jones     | Safety, Health & Liability |
| 5625   | Navigating Today's Risk, Preparing for Tomorrow's Uncertainty | In this session, attendees will learn about different coverages and scenarios that insureds could, and will come across in their everyday line of work. There are also industry specific coverages that pertain to each branch of the hearth, patio, and bbq sectors of the association. These coverages are not mandatory. However, they can keep an insured from having uncovered claims. Always, disclosing all pertinent information of the operation is a must to help avoid negative audits. Familiarizing yourself with your policy endorsements to be sure you take full advantage of what an insurance carrier can and will offer to industry specific policies. Attendees will also learn key risk management techniques that will help them avoid costly claims (whether customer or employee related.) Being part of your states drug free workplace program could provide you with 5-10% credit on your work comp if applicable in your respective states. |              |          | 1.5 | Cam     | Arnold    | Safety, Health & Liability |
| 5624   | Liability Issues and Best Practices                           | his course will provide attendees with recommendations regarding various legal issues the HPBA industry faces. This will include discussions on best practices, evolving code issues, record keeping and documentation, insurance and practical tips to help avoid litigation. It will also discuss what a company should do to protect itself if it becomes involved in a liability claim or lawsuit.  |              |          | 1.5 | Eugene  | LaFlamme  | Safety, Health & Liability |
| 5210   | Rules of the Roof   | The risks associated with working at height are simple enough. The rules for working at height are a bit more complicated. We will explore the complex maze of regulations and how they apply to hearth industry.   |              |          | 1.5 | Toby    | Brown     | Safety, Health & Liability |

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|--------|---|---|--------------|----------|-----|---------|-----------|----------------------------|
|        |   |   | Technical    | Elective | SHL | First   | Last      |                            |
| 5199   | Legal Panel Discussion                                | This panel will be comprised of four experts in various fields associated with the HPBA industries. Eugene LaFlamme and Dana Richens are two attorneys that specialize in the defense of hearth and barbecue companies. Wayne Terpstra is the Director of Quality and Hearth Products Testing at PFS Corp. Tom Stroud is the HPBA Senior Manager of Codes and Standards. The discussion will provide participants with an opportunity to interact and pose questions to the panel of experts who will address such topics as legal issues affecting the industry, safety matters, employee training, customer education, codes and regulations, and best business practices.  |              |          | 1.5 | Eugene  | LaFlamme  | Safety, Health & Liability |
| 5163   | Naked & Afraid: Preparing for the Unexpected Lawsuit  | This course will draw on the format of the popular Discovery Channel series, "Naked and Afraid," to discuss how a hearth industry business can be prepared to defend itself in the event it is drawn unexpectedly into litigation due to fire or other personal injury or property damage associated with home installation or service. The course will focus on non-technical best business practices that will also serve the company well if it is thrust into litigation.   |              |          | 1.5 | Dana    | Richens   | Safety, Health & Liability |
| 4779   | Edsel, Segway and the \$500 Business Liability Policy | Helping members understand the relationship between increasing coverage exposures and rising insurance premiums and why the \$500 premium no longer exists. Changing exposures, limited carriers and corresponding premium changes.   |              |          | 1.5 | Nick    | Pulone    | Safety, Health & Liability |
| 4770   | Practical Steps to Protect Your Company in Litigation | This course will be presented by two leading experts on litigation affecting the HBPA industry. The course will discuss industry best practices, the importance of documentation, training and education, and common issues seen in litigation. Within these topics, the presenters will also use actual case examples and discuss how the company's business practices and the early stages of the investigation are subsequently used in court.   |              |          | 1.5 | Eugene  | LaFlamme  | Safety, Health & Liability |
| 4648   | Protect Your Business & You                           | What is your Business Structure and why? You need to conduct your business within your business structure. What kind of protection does your business have from claims of creditors and lawsuits? General Personal Asset Protection, Wills, Health Care Directives, Power of Attorney, Trusts.  |              |          | 1.5 | Brian   | Noe       | Safety, Health & Liability |
| 4443   | Reducing Liability Through Proper Chimney Inspections | The class will give you the tools to determine when a chimney inspection is needed and how this process will eliminate the liability on retrofit installations. It will cover the steps you need to take in this process and show you how to properly integrate the inspection into the sale of hearth appliances. What participants will learn: • How to reduce liability through education, implementation and procedure • How NFPA mandates relating to inspections • How to properly educate the customer.  |              |          | 1.5 | Bill    | Ryan      | Safety, Health & Liability |
| 4424   | Defensive Driving                                     | Most of us have been driving for many years. We know that proper driving habits keep people safe. Yet, every year there are 2.3 million injuries from traffic accidents. Plus, every day your store's reputation is on the line when your trucks are cruising down the highway. Maybe it is time for you and your staff to review some defensive driving basics. We'll cover topics such as loading the truck, checking the vehicle, safer driving practices, avoiding crashes and what to do in an emergency.  |              |          | 1   | Hope    | Stevenson | Safety, Health & Liability |
| 4419   | Tools For OSHA Compliance 2011                        | If an employee is not OSHA compliant who is held responsible? You, the business owner! Being OSHA compliant can be intimidating but we will bring things into perspective by helping you understand the Occupational Safety and Health Act of 1970, who it applies to and what to expect in the case of an inspection. Once we've covered the basics we'll talk about what to do when compliance is not black and white. Let us show you how implementing written safety plans, conducting hazard assessments and training your employees can show good faith and minimize your risk! Please note: Tools For OSHA Compliance is informational in content and does not constitute advice by HPBA/HPBEF or the speaker. It is intended to assist employers in providing a safe and healthful workplace. Approval or recognition of course content by any governmental agency is neither implied nor intended. |              |          | 2   | Hope    | Stevenson | Safety, Health & Liability |
| 4406   | Ladder Safety   | Each year there are more than 65,000 emergency room-treated injuries in the U.S. relating to ladders. This seminar will describe how to choose the appropriate ladder for the job, how to make sure it is set up in the safest manner and when to dispose of it. Also included will be how to climb the ladder, secure and inspect it properly as well as descriptions of various ladder types. Participants will learn: • Common causes for ladder accidents • The different types of ladders and their uses • How to work safely on and around ladders  |              |          | 1.5 | Ashley  | Eldridge  | Safety, Health & Liability |
| 4226   | How To Control Liability Risks in the HPBA Industry   | This course will discuss recent litigation trends and pro-active measures that the HBPA community can utilize to protect their business should they encounter a lawsuit. We will address best business practices, training, warnings, safety, documentation, and other activities important to a litigation defense.  |              |          | 1.5 | Eugene  | LaFlamme  | Safety, Health & Liability |

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|--------|--|--|--------------|----------|-----|---------|----------|----------------------------|
|        |  |  | Technical    | Elective | SHL | First   | Last     |                            |
| 3534   | Fireplace Inspections What Did I Miss?                         | This presentation takes you through a series of actual site conditions, which raise some important questions. What conditions are considered threatening? What is the true value of these conditions? How are these potential hazards preventable? These are just a few of the questions that Mr. Feb will address. Hearth professionals need to have a full understanding of the true risks within our industry and the knowledge to prevent them. Enroll today to profit from an experienced hearth expert. You'll learn: • Common defects and their real value. • Fire loss and how it may affect your business. • How to reduce potential risks to your company. • Professional direction for prevention.  |              |          | 2   | Dale    | Feb      | Safety, Health & Liability |
| 3517   | Health & Safety in the Workplace                               | The health and safety of your employees should always be a major concern to you and your business because your employees deserve to know how to best approach their job and follow proper procedures. In this session, learn what you need to do to develop a safety policy and work rules, what your commitment should be to your workers, and how to get this message across. Participants will learn: How to keep safety your primary consideration Proper techniques and use of tools Federal safety rules.  |              |          | 1.5 | Ashley  | Eldridge | Safety, Health & Liability |
| 3076   | Limiting Liability in the Field Through Inspection & Procedure | This course will explore installation instructions for hearth appliances, discuss UL listings, Codes and Standards and field procedures designed to limit the liability of the hearth retailer, installer and service technician. The attendee will learn the aspects of the NFPA Levels of Inspection and how they apply to certain hearth products.  |              |          | 2   | Bill    | Ryan     | Safety, Health & Liability |
| 3526   | Pellet Troubleshooting 102                                     | The objective of the Pellet Appliance 102 seminar is to provide service and repair information on pellet appliances. The class will be separated into five modules: COMBUSTION SYSTEM, CONVECTION SYSTEM, FEED SYSTEM, CONTROLS, and SAFETY SYSTEMS. The classroom instruction will cover generic and manufacturer-specific information. This course will help you perform diagnostic troubleshooting and proper repairs requested by many manufacturer's technical department. Participants will learn: What combustion factors influence the proper operation of the appliance How convection heat transfer is accomplished and appliance service procedures How fuel feed systems work and could fail. The operation of analog and electronic controls in conjunction with safety devices. To understand generic and manufacturer-specific technical information.             | 1.5          |          |     | Dean    | Piper    | Technical-Hearth           |
| 3041   | Electronic Ignition for Hearth Professionals                   | The hearth industry is turning toward electronic ignition for a number of reasons, and hearth professionals need to understand these systems so they can handle new products with confidence. This course will provide an overview of electronic ignition systems, explain the unique technologies associated with electronic ignition, and present a visual guide to the valve and control systems being used by hearth product manufacturers today. The discussion will include highlights of the new electronic valve section in the revised NFI Gas Hearth Systems Reference Manual. Participants will learn: • Reasons why we need to understand electronic ignition technology. • What different types of electronic valve systems are in use out in the field. • Flame rectification – how & why it works. • Trouble-shooting – over the phone and in the home.           | 1.5          |          |     | Tom     | Parks    | Technical-Hearth           |
| 4302   | Advanced Vent-Free Fireplace Technology                        | Advanced instruction on vent-free gas hearth products, applications, valve technology, and troubleshooting. This session is designed for fireplace technicians. Attendees should already possess a basic understanding of gas fireplace technology. Topics will include: • Fireplace sizing • Correcting vent-free issues • Vent-free valve technology • Indoor air quality • Installation restrictions.   | 1.5          |          |     | Rich    | Dahl     | Technical-Hearth           |
| 3510   | Chimney Venting By Natural Draft                               | Hot exhaust gases rise in a chimney, creating a pressure difference called draft. That is the easy part. But to design wood-heating systems that consistently perform well and to quickly and accurately diagnose venting problems in existing systems demands knowledge of advanced concepts. How does the house design and site orientation affect chimney venting? What is the perfect location for the chimney? Where should combustion air be taken from? Is it possible to eliminate venting failure due to adverse winds? Can the likelihood of venting failure be predicted with a simple test? Get answers to these questions and much more in this session. Participants will learn: Learn how house design and site orientation affect chimney venting How to design wood heating systems that consistently perform well How to accurately diagnose venting problems. | 1.5          |          |     | John    | Gulland  | Technical -Hearth          |
| 4450   | Understanding Woodstove Catalytic Combustion                   | In the early 1980s, the catalytic combustor found prominence and was considered to be an ideal solution aimed at answering consumer, manufacturer and environmental problems. The technology has evolved over the years and still remains a key technology for certain wood burning appliances in our industry. In this course, you will learn the fundamentals of this technology as well as tips on proper usage and maintenance. What participants will learn: • What catalytic combustors are and how they work • How to perform maintenance and cleaning, if necessary • How long they last and how to get a replacement • The advantages of using a catalytic stove.   | 1.5          |          |     | Tim     | Cork     | Technical -Hearth          |

| Course | Title  | Description   | NFI CEU Type |          |     | Speaker |           | Category          |
|--------|--|---|--------------|----------|-----|---------|-----------|-------------------|
|        |  |   | Technical    | Elective | SHL | First   | Last      |                   |
| 3120   | Vent Free Fireplace & Heater Basics                  | This overview of vent-free gas hearth products covers applications, installations, valve technology, operation, and control systems. Troubleshooting topics include log placement, maintaining proper air mixture, and the effects of household products on fireplace operation. The class also covers the myths and facts about vent-free technology. Sales personnel will also learn the features and benefits of vent-free and how to qualify potential customers.   | 2            |          |     | Rich    | Dahl      | Technical -Hearth |
| 6422   | Consequences of Poor Installation                    | The popularity of hearth appliances bears important responsibilities for sellers, installers and service technicians to ensure that these products are installed, used and serviced correctly. Improper installation or servicing of gas, wood and pellet hearth products may lead to fires or gas leaks resulting in injury or loss of life and property. This session explains what happens when products are improperly installed, to realize the consequences that occur to the homeowner and the business when a disaster occurs. Participants will learn: • How improper installation leads to serious consequences • The risks of taking installation and/or service short cuts • What to do if disaster occurs.   |              |          | 1.5 | Roy     | Mjelde    | Technical-Hearth  |
| 6324   | Venting Issues and Solutions                         | In this session we will discuss some of the common venting issues encountered and the solutions to each. Some of the topics discussed will include draft, pressure issues, sizing and positioning of venting for best performance.  | 1            |          |     | Russ    | Dimmitt   | Technical-Hearth  |
| 6322   | Making Your Installations Customer Proof             | Many of the call backs and problems that arise with hearth appliances are caused by homeowners or unknowledgeable people performing services that affect an installation. In this session we will discuss techniques you can use during your installation and service work to thwart homeowner and handy man "fixes" and minimize call backs and problems.  | 1            |          |     | Russ    | Dimmitt   | Technical-Hearth  |
| 6318   | Gas Log 101 Troubleshooting                          | In this session we will discuss the basics of gas log troubleshooting. Topics will include:proper sizing for gas logs and burners, a review of vented and unvented system requirements, proper burner installation, pilot light and burner troubleshooting and a special "What Not To Do" safety review. .  | 1            |          |     | Ernie   | Haupt     | Technical-Hearth  |
| 6307   | CSST Installation Requirements in the Fuel Gas Codes | Correct gas pipe sizing, installation, and appliance connections are vital steps that help ensure gas fireplaces are safe and provide long-term performance. The fuel gas codes and manufacturer installation instructions have general and specific requirements when Corrugated Stainless Steel Tubing (CSST) is used to supply fireplace appliances. The course will provide CSST installation code basics, including general sizing and installation, with an emphasize on the connection between the fireplace appliance and the CSST system. The code requirements from latest model codes, 2018 National Fuel Gas Code and 2018 International Fuel Gas Code will be presented.   | 1            |          |     | Paul    | Cabot     | Technical-Hearth  |
| 5958   | Codes, Standards and Installation Instructions       | This course will navigate through the codes and standards and how they relate to the installation instructions of the appliances we sell and install. The course is designed to change the approach of these appliances and see into the black and white of the installation.   | 1.5          |          |     | Bill    | Ryan      | Technical-Hearth  |
| 5947   | Troubleshooting Electronic Ignition                  | This session is designed to provide a broad approach to troubleshooting electronic ignition systems. Various hearth electronic systems will be discussed as well as common methods of diagnosing most frequently encountered electronic ignition problems.  | 1.5          |          |     | Bob     | Wise      | Technical-Hearth  |
| 5934   | Innovations in Remote Controls                       | This session will cover various types of remote controls that are used in the hearth industry. From ultra-sonic remotes to infrared remotes, radio frequency and touch screen, remote controls offer basic ON/OFF capabilities to more in depth possibilities such as raising and lowering flames, operating lights or turning on blowers and fans. The instructor will discuss installation on standing pilot systems to electronic systems, how each operates, how to program or "learn" the transmitter to the receiver and the various options available with remote controls. In addition, the instructor will talk about "dry contact" remotes, constant power remotes, or "pulse type, battery and electric operation. There will be demonstrations with several types of remotes to give you a clear visual picture of just how they work including troubleshooting to ensure you and your service team can handle issues that may arrive at the actual job site to answering customer telephone calls. | 1.5          |          |     | Terry   | Brumbaugh | Technical-Hearth  |
| 5933   | Understanding Electricity                            | Practically all hearth systems require an understanding of how electricity works, and yet it is the least understood aspect. How can you prevent electrical issues on installations or quickly diagnose problems? A basic understanding of electrical concepts and applications will help any technician do a better job. Topics will include flame sensing on electronic ignition models, how circuit resistance and heat affect thermopiles and valve operators, understanding the difference between parallel and series circuitry, and how to avoid having a \$1 switch destroy a \$180 valve.  | 1.5          |          |     | Tom     | Parks     | Technical-Hearth  |

| Course | Title   | Description   | NFI CEU Type |          |     | Speaker |         | Category         |
|--------|---|---|--------------|----------|-----|---------|---------|------------------|
|        |   |   | Technical    | Elective | SHL | First   | Last    |                  |
| 5922   | 2017 Wood & Pellet Combined Update & Reinforcement Course | As more and more people started to renew their certifications by CEUs the HPBEF/NFI Board of Governors became concerned that they would miss out on the some of the changes that seem to occur in this industry on a regular basis. Since 2013 we have required that anyone renewing by CEUs take an Update and Reinforcement Course. These courses are designed to do just that, update people on recent changes and reinforce topics that bear repeating. The class needs to be taken within a year prior to your expiration date. If you take the class online there is no extra charge. We simply provide you with the log in information when you process your renewal. The class is also offered at HPBExpo and at many of the HPBA Affiliate meetings. NFI Woodburning (introduced fall 2014) and Pellet (introduced fall 2016) exams are now based on the 5th edition Reference Manual.   | 2            |          |     | Rick    | Vlahos  | Technical-Hearth |
| 5921   | 2017 Pellet Update and Reinforcement Course               | Beginning in 2013, specialists renewing a certification by CEUs must also take the Update & Reinforcement Course for each fuel type being renewed within the 12 months prior to the certification expiring. This session will go over the latest changes in the past three years and cover some crucial subjects.   | 1.5          |          |     | Rick    | Vlahos  | Technical-Hearth |
| 5920   | 2017 Wood Update and Reinforcement Course                 | Instructor: Larry Grogan; Beginning in 2013, specialists renewing a certification by CEUs must also take the Update & Reinforcement Course (URC) for each fuel type being renewed within the 12 months prior to the certification expiring. This session will go over the latest changes in the past three years and cover some crucial subjects that need to be reviewed.  | 1.5          |          |     | Rick    | Vlahos  | Technical-Hearth |
| 5919   | 2017 Gas Update & Reinforcement Course                    | Instructor: Rick Vlahos; Beginning in 2013, specialists renewing a certification by CEUs must also take the Update & Reinforcement Course (URC) for each fuel type being renewed within the 12 months prior to the certification expiring. This session will go over the latest changes in the past three years and cover some crucial subjects that need to be reviewed.   | 1.5          |          |     | Rick    | Vlahos  | Technical-Hearth |
| 5894   | Relining For Fireplace Insert Installations               | Insert installations are a topic that has been extensively debated throughout the industry for a long time. The appliance and fuel type will affect what installations are listed and what installations are not. Discussion topics will include the nuances of the various listings and how they can impact you as an installer, the installation of liners for wood, direct vent gas, B-vent gas and pellet insert installations into both masonry and prefab fireplaces. The session will also cover-proper techniques, proper materials, correct inspection techniques, and how the installation of an insert may change clearances to various surrounding combustibles.  | 1.5          |          |     | Russ    | Dimmitt | Technical-Hearth |
| 5820   | Factory Built Fireplaces and Chimneys                     | This session offers an in-depth look at factory-built chimney systems by one of the industry's leading venting authorities. Jim Brewer will walk you through UL Listings, various other codes and standards, pipe designs, the purpose of various components, and venting development over the decades.   | 4            |          |     | Jim     | Brewer  | Technical-Hearth |
| 5712   | Tools & Tips For Service Calls - Pellet 2016              | Each year we offer a Tools & Tips for Service Calls class led by a different instructor. Each brings his own perspective to this crucial topic. This year Mark Jones will share his ideas. Bring your best suggestions for a successful pellet stove service call and be sure to attend this session.   | 1.5          |          |     | Mark    | Jones   | Technical-Hearth |
| 5711   | Things That Used To Be OK But Aren't Now                  | As our industry has grown an evolution has taken place. Many practices that were acceptable at one time are no longer acceptable. In this class we'll examine historically acceptable practices that are no longer acceptable. We will discuss the term "grandfathered". What it means and if such practices are truly acceptable. We'll touch on conveying what we've found to the homeowner in a professional way.  | 1.5          |          |     | Russ    | Dimmitt | Technical-Hearth |
| 5705   | Professional Communication of Prior Defect                | You often find evidence of subpar work performed by others, or work that may have been approved at one time but is not up to current codes and standards. Conveying that information to the homeowner is very important.  | 1.5          |          |     | Russ    | Dimmitt | Technical-Hearth |
| 5703   | NFI Math  | This session is designed to work on all the general math skills you would find in the NFI manual and on the job site.   | 1.5          |          |     | Tom     | Parks   | Technical-Hearth |
| 5694   | Hybrid Technology: The Best of Both Worlds                | Present topics that address the usage of catalytic combustors inside of wood burning stoves. We aim to cover some historical as well as present functionality and design considerations of the combustor units. The key criteria for a user-friendly and dealer-friendly catalytic woodstove ensure that the unit is reliable, efficient, and easily-serviced in the field. Discuss the common hybrid wood stove that utilizes secondary combustion as well as catalytic combustion. The mission statement of the Catalytic Hearth Coalition is to work with all manufacturers of catalytic stove products to continually refine and improve these products for the environment and to educate the public about the benefits of catalytic technology. Our objective is to educate some of the woodstove dealers here at the HPBA show so that each of you leaves here with a better understanding of catalytic wood stoves from a historic, current and future development standpoint and, most importantly, how they work. | 1.5          |          |     | Allen   | Carroll | Technical-Hearth |

| Course | Title   | Description  | NFI CEU Type |          |     | Speaker |             | Category         |
|--------|---|--|--------------|----------|-----|---------|-------------|------------------|
|        |   |  | Technical    | Elective | SHL | First   | Last        |                  |
| 5644   | The Chimney Is Relevant to the Installation                   | This course will cover the importance of including the chimney system as part of your pre-job planning. The attendee will learn what considerations to make on new installs, how to prep for existing chimneys and the importance of the Level II inspection prior to installation. Other concepts will cover taking the chimney into account with troubleshooting and preventing call backs regarding the chimney system. Anyone who has had chimney related issues with hearth appliance installs will gain from attending this course.  | 1.5          |          |     | Bill    | Ryan        | Technical-Hearth |
| 5629   | Tools & Tips For Service Calls - Wood 2016                    | Each year we offer a Tools & Tips for Service Calls class led by a different instructor. Each brings his own perspective to this crucial topic   | 1.5          |          |     | Jerry   | Isenhour    | Technical-Hearth |
| 5628   | Tools & Tips For Service Calls - Gas 2016                     | Each year we offer a Tools & Tips for Service Calls class led by a different instructor. Each brings his own perspective to this crucial topic.  | 1.5          |          |     | Tim     | Cummings    | Technical-Hearth |
| 5627   | S. I. T. ProFlame IPI Troubleshooting                         | What happens when the unit doesn't light? How to determine if the unit is in lock out, soft lockout and hard lockout. How to take the unit out of a lockout mode. What happens when a light is blinking? How to use the remote to its fullest potential, removing extra icons on the remote.   | 1.5          |          |     | Shannon | Rodgers     | Technical-Hearth |
| 5249   | Why Does My Fireplace Smoke                                   | Learn to diagnose & resolve chimney performance problems. Topics include solving air pressure problems, identifying the symptoms of indoor air pollutants, determining combustion air requirements for vented appliances and the use of diagnostic tools.  | 2            |          |     | Mike    | VanBuren    | Technical-Hearth |
| 5220   | Tools & Tips For Service Calls - Pellet 2015                  | Each year we offer a Tools & Tips for Service Calls class led by a different instructor. Each brings his own perspective to this crucial topic.  | 1.5          |          |     | Mark    | Higgins     | Technical-Hearth |
| 5218   | Tools & Tips For Service Calls - Gas 2015                     | Each year we offer a Tools & Tips for Service Calls class led by a different instructor. Each brings his own perspective to this crucial topic.  | 1.5          |          |     | Dan     | DeMagistris | Technical-Hearth |
| 5214   | Things You Thought Were True                                  | We will dissect some statements that are thought to be true by many and shed light on what the facts are.  | 1.5          |          |     | Russ    | Dimmitt     | Technical-Hearth |
| 5206   | NFI Wood: Safety, Communication, Maintenance, Troubleshooting | This session discusses personal and customer safety, communicating with customer, system operation, servicing and system maintenance, and trouble shooting the fireplaces.   | 1.5          |          |     | Tom     | Parks       | Technical-Hearth |
| 5200   | NFI Wood: Introduction To The Basics of Woodburning           | This session covers the basics of wood burning, efficiency issues, categories of wood burning appliances, codes and standards, emissions.  | 1.5          |          |     | Larry   | Grogan      | Technical-Hearth |
| 5167   | NFI Wood: Installation of Factory Built Fireplaces            | This session covers pre-installation, installation, and finishing the job.   | 1.5          |          |     | Larry   | Grogan      | Technical-Hearth |
| 5157   | HearthCheck Condensed   | An updated class on depressurization in the home, the class reinforces "The House Is A System" approach when deciding when and where to install various hearth appliances. Learn about depressurization, how to measure the degree of negative pressure and its affects on your appliance. Learn also how to perform the HearthCheck test to use as a diagnostic tool for to stop problem installations before they occur and to solve issues after installation.  | 1.5          |          |     | Mike    | O'Rourke    | Technical-Hearth |
| 4783   | Relining Metal Chimneys                                       | This class will explore the ability to reline metal vents and chimneys in the United States. We will go over the existing practices that are being used today and what has been approved for use today. We will go over the codes that cover this type of installation and the way this type of installation is viewed by code officials. We will cover installation techniques and tricks that will help installers minimize liability and ensure the safety of the installation.   | 1.5          |          |     | Dale    | Menges      | Technical-Hearth |
| 4781   | Tools & Tips For Service Calls - Gas 2014                     | Being able to service products with complicated technical issues will separate you from the competition. This class will cover testing and diagnosing gas fireplace products in the field. Step-by-step instruction on basic and complex issues like pilot outage, failed/delayed ignition, gas pressure problems, improper combustion and venting issues will be covered. Having the right tools and where to find them will also be covered (including a few tips from experienced techs). Anyone involved in selling, installing or servicing gas fireplace products will learn something that will help them to do a better job. | 1.5          |          |     | Tom     | Parks       | Technical-Hearth |
| 4773   | Tapping The Profits From Masonry Chimneys                     | There are many easy and very profitable services that can be performed on masonry chimneys to fatten your bottom line. We will be covering the basics of chimney caps, top sealing dampers, how to address leaking chimneys and deteriorating chimney crowns, and how to address smoke staining on masonry and stone surrounding a fireplace.  | 1.5          |          |     | Russ    | Dimmitt     | Technical-Hearth |

| Course | Title   | Description   | NFI CEU Type |          |     | Speaker |           | Category         |
|--------|---|---|--------------|----------|-----|---------|-----------|------------------|
|        |   |   | Technical    | Elective | SHL | First   | Last      |                  |
| 4694   | Replacing Worn Out Factory Built Fireplaces     | There are a rising number of factory-built fireplaces that are damaged or may have outlived their useful lifespan. In some cases the homeowner simply wants a different look, fuel type or something more efficient. There are also a multitude of units with no replacement parts available. This category has one of the largest potential sales volume within the hearth industry today and in the future. However to enter this market, and be successful, you will need the ability to market the service, qualify the client, conduct a sales presentation, quote and then carry out a successful and profitable installation. Consumers are actively looking for retailers and contractors who can fulfill their needs in this phenomenal market. Join industry trainer Jerry Isenhour as he brings the secrets of this exciting opportunity who was one of the industry pioneers in this endeavor. Gain from his experience of working in this market and start reaping significant benefits. |              | 1.5      |     | Jerry   | Isenhour  | Technical-Hearth |
| 4681   | Gas Log Troubleshooting -Service After The Sale | Rett Rasmussen of Rasmussen Gas Logs & Grills addresses the top issues encountered after the installation of gas log sets. Topics to be covered include sizing, preparation, lighting controls, venting and using after-sale service as a marketing opportunity. Rett will provide his favorite tips and tricks to promote safe and enjoyable installations, as well as to make happy customers. Interaction with the attendees is encouraged, so bring your favorite installation and troubleshooting questions and stories.   | 1.5          |          |     | Rett    | Rasmussen | Technical-Hearth |
| 4626   | Tools & Tips For Service Calls - Wood 2014      | This class will cover performing a successful woodburning service call. The correct tools are necessary to identify what a problem is and communicate what those findings are to the homeowner. We will go over what those tools are and how to use them. We will also discuss inspections and what steps and tools are necessary to ascertain the appropriateness of an installation.  | 1.5          |          |     | Kirk    | Meloney   | Technical-Hearth |
| 4446   | Troubleshooting Gas Millivolt Systems           | Learning how to pinpoint the true problem in a millivolt gas system is crucial to every hearth technical. It is even more crucial that quickly and effectively. In this course you will learn not only how to take millivolt readings, but more importantly, how to determine what they mean. What the participant will learn: • How take and interpret electrical and pressure readings • The best ways to use your multimeter and manometer • Tricks to solve the problem the first time.   | 1.5          |          |     | Mark    | Lewis     | Technical-Hearth |
| 4442   | Pellet Troubleshooting                          | The regular changes in pellet appliance technology require that you and your staff keep up-to-date and present yourselves as the experts to your customers. In this course you will learn not only the basics of the technologies, but also how to properly diagnose and solve problems efficiently and effectively. What participants will learn: • The diagnostic testing equipment you need • The operational sequence that pellet appliances go through • Tricks to test various components, such as igniters • How to properly maintain and service the appliance.   | 1.5          |          |     | Wayne   | Dooley    | Technical-Hearth |
| 4441   | NFI Wood: Troubleshooting & Maintenance         | Once an appliance has been installed, knowing the logical steps to take can save time and money when service is required. We'll discuss topics like: Venting and Ventilation Related Problems, Annual Service, common consumer complaints, and a step by step guide to conducting a wood burning appliance service call. NFI candidates, or anyone that wants to help customers with questions about their appliance needs this information.  | 3            |          |     | Rick    | Vlahos    | Technical-Hearth |
| 4439   | NFI Wood: Installation Concerns                 | Proper installation is critical for proper performance and safety. We'll cover topics such as: Ventilation, Combustion Air Requirements, Installation and Service Safety, Guidelines, Heat Protection, Venting Installation Guidelines, Putting Appliances in Operation. New wood burning appliance installers, experienced installers, NFI candidates, and NFI Certified Specialists looking for a review will all find this course to be helpful. Sales personnel also need to understand these principles to help their customers make the right choices.  | 3            |          |     | Rick    | Vlahos    | Technical-Hearth |
| 4438   | NFI Pellet: Installation Concerns               | Proper installation is critical for proper performance and safety. We'll cover topics such as: Venting, Installation and Service Safety, Heat Protection, Venting Installation Guidelines, Putting Appliances in Operation. New pellet appliance installers, experienced installers, NFI candidates, and NFI Certified Specialists looking for a review will all find this course to be helpful. Sales personnel also need to understand these principles to help their customers make the right choices.   | 3            |          |     | Rick    | Vlahos    | Technical-Hearth |
| 4436   | NFI Pellet: Troubleshooting & Maintenance       | Once an appliance has been installed, knowing the logical steps to take can save time and money when service is required. We'll discuss topics like: Venting and Ventilation Related Problems, Annual Service, and common consumer complaints. NFI candidates, or anyone that wants to help customers with questions about their appliance needs this information.  | 3            |          |     | Rick    | Vlahos    | Technical-Hearth |
| 4435   | NFI Pellet: Theory & Product Choices            | Proper installation is critical for proper performance and safety. We'll cover topics such as: Venting, Installation and Service Safety, Heat Protection, Venting Installation Guidelines, Putting Appliances in Operation. New pellet appliance installers, experienced installers, NFI candidates, and NFI Certified Specialists looking for a review will all find this course to be helpful. Sales personnel also need to understand these principles to help their customers make the right choices.   | 3            |          |     | Rick    | Vlahos    | Technical-Hearth |

| Course | Title                                      | Description  | NFI CEU Type |          |     | Speaker |           | Category         |
|--------|--|--|--------------|----------|-----|---------|-----------|------------------|
|        |  |  | Technical    | Elective | SHL | First   | Last      |                  |
| 4432   | How To Cure A Smoking Fire-place           | A fireplace that spills smoke can mean a big problem for the homeowner and even bigger problem for you. In this course you will learn the factors that can cause a fireplace to spill smoke and how you can cure or mitigate the problem. A demonstration will be given in the use of a chemical smoke puffer, micromanometer, pin-type moisture meter, and CO analyzer. Forms and checklists will be provided. What participants will learn: • How the house interacts with the fireplace • Tools of the trade and how to use them • A step-by-step method to troubleshoot the problem.   | 1.5          |          |     | Bob     | Harper    | Technical-Hearth |
| 4423   | Conducting a Wood Stove Service Call       | It has been said there are not many things that can go wrong with a wood stove. If that is true, why do we spend so many man hours performing wood stove service calls? We'll take a look at what you need to know and do to make sure the products are working correctly and your customers are satisfied.  | 1.5          |          |     | Rick    | Vlahos    | Technical-Hearth |
| 4421   | Basic Electronics for Hearth Appliances    | In today's hearth industry, electronics plays a continually greater role. Whether installing or servicing hearth appliances, a proper understanding is electrical systems is crucial. This course will give you a technical understanding of how electronics relates to the various types of hearth appliances: whether pellet, gas or even woodburning appliances with blowers. You will learn troubleshooting techniques and the equipment that is necessary to test and diagnose problems. What participants will learn: • How electricity is measured • Understand how to read wiring diagrams and schematics • The various switches and sensors used in today's appliances.   | 1.5          |          |     | Mark    | Jones     | Technical-Hearth |
| 4411   | Tools & Tips For Service Calls - Gas 2011  | This class will cover what steps you need to take to perform a successful gas service call. What tools you will need and where to purchase them. You will leave the class with a check sheet of things to bring with you so you can avoid the pit falls of a failed service call and avoid the return trip to the customer's house. This is a great class for technicians and sales professionals. Participants will learn: • How to create a checklist needed for a successful service call • The steps needed to perform a successful service call • How sales personnel and technicians can work together to ensure customer satisfaction.  | 1.5          |          |     | Bob     | Wise      | Technical-Hearth |
| 4408   | What Went Wrong With My Liner Installation | While many chimneys are relined every year only a small percentage are relined properly. Failure to follow the manufacturer's instructions and UL guidelines will affect system performance and customer satisfaction. Not following prescribed steps will also leave you out on the liability limb all alone if something bad happens. We are going to discuss liner warranties and what the installer and homeowner need to do to insure the warranty stays in force. We will also discuss UL Listings and how they relate to the installers responsibilities and what the AHJ requires. Participants will learn: • How a liner is tested by UL • Common mistakes and how to avoid them Steps to take that will maximize customer satisfaction.  | 1.5          |          |     | Russ    | Dimmitt   | Technical-Hearth |
| 4407   | Perils & Pitfalls of Liner Installations   | This session will explore the many perils found in masonry chimneys which may affect the safety of a liner installation. In addition, we will discuss potential hazards such as broken or improperly installed flue tiles, improperly sized tiles, incorrect chimney construction and hidden defects. The NFPA standard details what inspection steps are necessary when installing a new appliance and we will discuss how that affects a liner installation. A properly installed liner will address many of the hazards and reduce installer liability and improve the system performance and give you a more satisfied customer. Participants will learn: • Why thorough inspection of a masonry chimney is necessary • What steps are required for proper inspection Ways to address improper chimney conditions and meet IRC and other codes while maintaining a UL Listed system. | 1.5          |          |     | Russ    | Dimmitt   | Technical-Hearth |
| 4306   | Gas Log Installation & Troubleshooting     | Rett Rasmussen of Rasmussen Gas Logs & Grills addresses the top issues encountered during and after the installation of gas log sets. Topics to be covered include sizing, preparation, certification, lighting controls and venting. Rett will provide his favorite tips and tricks to promote safe and enjoyable installations, as well as happy customers. Interaction with the attendees is encouraged, so bring your favorite installation and troubleshooting questions and stories.   | 1.5          |          |     | Rett    | Rasmussen | Technical-Hearth |
| 4298   | Tools & Tips For Service Calls - Wood 2013 | This class will cover performing a successful woodburning service call. The correct tools are necessary to identify what a problem is and communicate what those findings are to the homeowner. We will go over what those tools are and how to use them. We will also discuss inspections and what steps and tools are necessary to ascertain the appropriateness of an installation.   | 1.5          |          |     | Russ    | Dimmitt   | Technical-Hearth |
| 4297   | Tools & Tips For Service Calls - Gas 2013  | This class will cover testing and diagnosing gas fireplace products. Step by step instruction on issues like pilot outage, failed ignition, gas pressure problems, improper combustion and venting issues will be covered. Having the right tools and where to find them will also be covered. Anyone involved in selling, installing or servicing gas fireplace products will find this class to be beneficial.   | 1.5          |          |     | Art     | Sewell    | Technical-Hearth |
| 4290   | Pyrolysis: The Slow Burn                   | We will explore how and why pyrolysis occurs and what the mechanisms are that create pyrolysis. We will then take what we have learned and apply that knowledge to real world situations, such as insufficient clearances to mantels, surrounding combustibles and implications of installing appliances such as vent free logs into factory built fireplaces.   | 1.5          |          |     | Russ    | Dimmitt   | Technical-Hearth |

| Course | Title   | Description  | NFI CEU Type |          |     | Speaker |           | Category         |
|--------|---|--|--------------|----------|-----|---------|-----------|------------------|
|        |   |  | Technical    | Elective | SHL | First   | Last      |                  |
| 4247   | NFPA 54 Update 2013                                 | In this session, we will look at changes in the 2012 edition of the National Fuel Gas Code that have an impact on the hearth industry. In addition we will discuss proposed changes that may be seen in the next edition as well. Question and answer session at the end for general questions about NFPA 54.  | 1.5          |          |     | Jim     | Brewer    | Technical-Hearth |
| 4239   | Installing Factory-Built Chimneys 2013              | To give an overall view of the installation and operation of a factory built chimney. Familiarizing the installers with the governing codes and applications of a factory built chimney. Show ways to ensure you are ordering the right parts and increasing productivity by understanding the installation techniques of a factory built chimney.   | 1.5          |          |     | Dale    | Menges    | Technical-Hearth |
| 4214   | Basics of Depressurization                          | Negative pressure and the resulting depressurization can be complicated issues. This course will present the material as simply as possible for both the new and old sales and service person. This course will cover: • What is depressurization and when to be aware of its possible effects? • Review of all things that can possibly affect depressurization. • Simple tests to reinforce your assumptions.  | 1.5          |          |     | Mike    | O'Rourke  | Technical-Hearth |
| 3567   | Installing and Troubleshooting Vent-Free Appliances | More and more consumers are opting for vent-free appliances, including logs, fireplaces, [INVALID]s, and freestanding appliances for their supplemental heat needs, particularly since there is no need for a chimney or hole in the structure. The installer or technician for vent-free appliances has to be aware of issues such as the size of the room in relation to the size of the appliance, clearances, floor protection, and the operation of the oxygen depletion sensor. In this session, learn tips for the proper installation of vent-free appliances and techniques for troubleshooting. You'll learn: - What knowledge is needed to properly install vent-free appliances - How vent-free appliances differ from installing other gas hearth products - Troubleshooting millivolt pilot, main burner, and ODS sensors. | 1.5          |          |     | Kevin   | Yowler    | Technical-Hearth |
| 3565   | Understanding Fuel Gas Code Requirements            | This presentation will discuss specific requirements of the National and International Fuel Gas Codes as they relate to gas-fired hearth appliance installations. Common code violations and code misinterpretations will be discussed as well as updates to the 2006 codes. You'll learn: -Common code violations found by inspectors, -What to watch for in the codes, -Code sections that apply to fireplaces and why.  | 2            |          |     | Jim     | Brewer    | Technical-Hearth |
| 3564   | Troubleshooting Pellet and Biomass Appliances       | The increasing demand for pellet and biomass appliances means that hearth retailers must have the knowledge to properly diagnose and solve operational problems. Installers and technicians must keep up with continuous technology changes such as burner systems, multi-fuel stoves, and automatic features. They must also be aware of changes in pellet and biomass fuel composition and blended fuels in order to properly troubleshoot and service the appliance, its venting system and components. You'll learn: - How to troubleshoot combustion air problems - How to troubleshoot fuel delivery problems - How to troubleshoot component problems.  | 1.5          |          |     | Michael | Haefner   | Technical-Hearth |
| 3563   | Installing and Troubleshooting Wood Stoves          | Wood stoves are a great way for a customer to bring warmth, ambiance and relief from heating bills into their home. However, wood stoves must be properly sized and installed to provide safe, efficient heat. In this session, learn the step-by step procedures to properly install wood stoves as well as tips on time-saving techniques. Information on stove sizing and venting, high-efficiency stoves, clearances, wall or ceiling penetration, floor protection, conditions and codes, as well as troubleshooting tips to determine smoke spillage will be provided.   | 1.5          |          |     | Wayne   | Dooley    | Technical-Hearth |
| 3562   | Diagnosing Gas Hearth Products                      | This session focuses on the most effective process to properly diagnose gas hearth malfunctions. The session covers everything from the best questions to ask the consumer, the parts or tools necessary to have on hand for a service call, to deciding on the appropriate tests to perform.  | 1.5          |          |     | Terry   | Brumbaugh | Technical-Hearth |
| 3549   | Gas Fireplace & Stove Troubleshooting               | This session covers the importance of proper venting for type-B vent and direct vent fireplaces and stoves. Learn about millivolt and electronic ignition systems, the tools and techniques needed to troubleshoot, natural and LP gas pressure measurement, and more.   | 1.5          |          |     | Paul    | Baump     | Technical-Hearth |
| 3546   | GasTech101  | This course is an introductory look at basic gas appliance installation, set-up and troubleshooting techniques. Topics such as understanding defining efficiencies, identifying potential trouble spots, installation checklists, LP conversion and getting the prettiest flame picture are covered. This course will give entry level installers and service techs the basic knowledge they need or it will serve as a great review for those with experience.  | 1.5          |          |     | Rick    | Vlahos    | Technical-Hearth |
| 3545   | Why My Wood Isn't Burning                           | Practical answers to common consumer questions and basic installation considerations. Topics include consumer expectations, installation hot spots that affect performance, negative pressure, wind effects, chimneys, draft, and basic troubleshooting techniques. This course will give installers, service techs and sales personnel the basic information they need to know sell, install and trouble shoot wood burning appliances.   | 1.5          |          |     | Rick    | Vlahos    | Technical-Hearth |

| Course | Title  | Description   | NFI CEU Type |          |     | Speaker |         | Category         |
|--------|--|---|--------------|----------|-----|---------|---------|------------------|
|        |  |   | Technical    | Elective | SHL | First   | Last    |                  |
| 3540   | NFI Gas: Troubleshooting and Maintenance                     | Once an appliance has been installed, knowing the logical steps to take can save time and money when service is required. We'll discuss topics like: Millivolt Gas Control Valves, Standing Pilot Ignition Systems, Troubleshooting Millivolt Systems, Electronic Gas Control Systems, Troubleshooting Electronic Systems, Safety Lockout and Limit Switches, Orifices, Main Gas Burners, Troubleshooting Main Burner Performance Problems, Venting and Ventilation Related Problems, & Annual Service. Fuel Conversion Experienced gas service technicians, NFI candidates, or anyone that wants to help customers with questions about their appliance needs this information.  | 3            |          |     | Rick    | Vlahos  | Technical-Hearth |
| 3525   | Pellet Troubleshooting 101                                   | The objective of the Pellet Appliance 101 seminar is to provide essential information on the complete pellet system. The class will be separated into three modules: FUEL, VENTING, and APPLIANCE. The classroom instruction will cover generic and manufacturer's specific information. This course will help you perform basic service calls and handle basic information often requested by a manufacturer's technical department. Participants will learn: What external factors may influence the operation of the appliance Proper installation, proper sizing, venting systems and appliance service procedures To understand generic and manufacturer-specific technical information.   | 1.5          |          |     | Dean    | Piper   | Technical-Hearth |
| 3516   | Gas Pipe: B-Vent versus Direct vent                          | Direct vent and B-vent gas appliances rely on proper installation for safe, efficient operation. Installers must completely understand the product before they even get to the customer's home. In this session we will look at the differences between the two systems so you understand the advantages and disadvantages of each. Then we will look at differences you will encounter from various pipe manufacturers, different appliance manufacturers and even from model to model from the same manufacturer. Participants will learn: The differences between direct vent and b-vent systems The advantages and disadvantages of direct vent and b-vent How to understand the differences between pipe manufacturers and appliance manufacturers.  | 1.5          |          |     | Larry   | Grogan  | Technical-Hearth |
| 3514   | Electronic Ignition For Gas Hearth Appliances                | Many of the call backs and problems that arise with hearth appliances are caused by homeowners or unknowledgeable people performing services that affect an installation. In this session we will discuss techniques you can use during your installation and service work to thwart homeowner and handy man "fixes" and minimize call backs and problems.  | 1.5          |          |     | Peter   | Baker   | Technical-Hearth |
| 3509   | Catalytic Appliances Past Present & Future                   | Moderator: Chris Neufeld, Catalytic Hearth Coalition (CHC) Panelists: Matt Daniels, Sud-Chemie Inc; Kent Severins, The Woodway, Mr. Paul Tiegs, OMNI Test Laboratories, Inc.; Tom Morrissey, Woodstock Soapstone; Jerry Glenn, Buck Stove Corporation As the EPA reviews the current NSPS, the role of catalytic appliances will be expanding. This course will provide a history and lessons learned about catalytic appliances. Learn the critical elements and designs necessary to provide your customers the best in durable and dependable catalytic wood stoves. A panel of experts from across the hearth industry will be on hand to provide answers to what will certainly be a lively session. Participants will learn: How a combustor is built Advanced concepts of combustor technology Essential elements to durability In design Highlights of the recent OMNI Environmental Lab Study on Longevity About CHC Guidelines & Assurance Program. | 1.5          |          |     | Chris   | Neufeld | Technical-Hearth |
| 3163   | Retrofitting Biomass Boilers into Existing Homes             | As more and more boiler and hydronic heater products are being developed, more and more dealers are adding an element of these products to their sales mix. Options range from the simple to the complex for residential users, and emerging quickly, is a big opportunity for biomass heating in non-residential systems. Participants will learn: Basic terminology of residential scale and light commercial hydronic heating systems Typical approaches to retrofitting biomass to hydronic systems, including the value of storage tanks How to tell if an existing installation is a good candidate for a retrofit, and how to tell which systems to avoid How to decide if a store should develop this capability in-house, or as part of relationship with another business .   | 1.5          |          |     | John    | Crouch  | Technical-Hearth |
| 3162   | Retrofitting Biomass Forced Air Furnaces into Existing Homes | As more and more boiler and hydronic heater products are being developed, more and more dealers are adding an element of these products to their sales mix. Options range from the simple to the complex for residential users, and emerging quickly, is a big opportunity for biomass heating in non-residential systems. Participants will learn: Basic terminology of residential scale and light commercial hydronic heating systems Typical approaches to retrofitting biomass to hydronic systems, including the value of storage tanks How to tell if an existing installation is a good candidate for a retrofit, and how to tell which systems to avoid How to decide if a store should develop this capability in-house, or as part of relationship with another business .   | 1.5          |          |     | John    | Crouch  | Technical-Hearth |
| 3117   | Understanding & Troubleshooting Maxitrol IPI                 | This class will include an in-depth look at how the Maxitrol customer controlled intermittent pilot ignition (IPI) system works. Participants will be working on 10 desktop modules, testing thermocouple circuits, gas valve drop-out, gas pressures, and battery circuits. Participants will learn: • How to program the remote control • A step by step guide for troubleshooting ignition • How to handle other performance issues.   | 1.5          |          |     | Art     | Sewell  | Technical-Hearth |

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|--------|--|---|--------------|----------|-----|---------|----------|------------------|
|        |  |   | Technical    | Elective | SHL | First   | Last     |                  |
| 3106   | Tools & Tips For Service Calls - Pellet 2012             | This class will cover what steps necessary to perform a successful pellet service call. What tools you will need and where to purchase them. You will leave the class with a check sheet of things to bring with you so you can avoid the pit falls of a failed service call and avoid the return trip to the customer's house. This is a great class for technicians and sales professionals. Participants will learn: • How to create a checklist needed for a successful service call • The steps needed to perform a successful service call. Information sales personnel need to explain to potential pellet appliance customers about annual service.   | 1.5          |          |     | Larry   | James    | Technical-Hearth |
| 3102   | Tools & Tips For Service Calls - Wood 2012               | This class will cover what steps you need to take to perform a successful wood burning service call. What tools you will need and where to purchase them. You will leave the class with a check sheet of things to bring with you so you can avoid the pit falls of a failed service call and avoid the return trip to the customer's house. This is a great class for technicians and sales persons. Participants will learn: • How to create a checklist. needed for a successful service call. • The steps needed to perform a successful service call. • How sales personnel and technicians can work together to ensure customer satisfaction.   | 1.5          |          |     | Rick    | Vlahos   | Technical-Hearth |
| 3101   | Tools & Tips For Service Calls - Gas 2012                | This class will cover what steps you need to take to perform a successful gas service call. What tools you will need and where to purchase them. You will leave the class with a check sheet of things to bring with you so you can avoid the pit falls of a failed service call and avoid the return trip to the customer's house. This is a great class for technicians and sales professionals. Participants will learn: • How to create a checklist needed for a successful service call • The steps needed to perform a successful service call How sales personnel and technicians can work together to ensure customer satisfaction.   | 1.5          |          |     | Jack    | Murdock  | Technical-Hearth |
| 3092   | Service Call Etiquette                                   | To instruct service technicians who already possess technical skill about manners, responsibility, and respect for customers and their property while servicing product in the home. Participants will learn to be aware of what makes a customer confident in the service person or apprehensive about them. The course will also heighten awareness of the liability exposure of entering a customer's property. The course also outlines all details to be considered step by step in each phase of any service call.  |              | 1.5      |     | Carl    | Larkin   | Technical-Hearth |
| 3078   | LP Gas Safety  | Gas hearth appliances and barbecue grills continue to make up a large part of the market. There are significant differences between natural gas and LP. Every installer and service person must be aware of these characteristics and how they affect the way we do our job. This session will explore what to do if the "GENIE" gets out of the bottle. We'll take a look at the causes and consequences of LP gas leaks. Participants will learn: • Principles and properties of LP Vapor • Principles and properties of liquid propane • Industry standards for leak test procedures • Industry standards for handling LP vapor and liquid • Gas check forms and how they can keep your employees safe and your company SAFER • Consequences of some un-safe installations |              |          | 1.5 | Jack    | Murdock  | Technical-Hearth |
| 3019   | Basic Properties of Steel Related To The Hearth Industry | This class will introduce basic metallurgical properties of steels with an emphasis on steels related to the chimney and venting industry. The class will focus on different types of stainless steel and their unique properties. Properties of metals such as tensile strength, melting point, specific heat, elongation, expansion, and corrosion resistance will be introduced in a manner that will allow everyone to get a basic understanding of these metallurgical properties. The class will also review material certifications and testing. Non stainless metals discussed during the class will include galvalume, galvanized, galvalume, and mild steel. The class will be provided with hand-outs and material samples will be used to facilitate learning.    | 1.5          |          |     | Steve   | Penatzer | Technical-Hearth |
| 3008   | A-Z On Installing Factory Built Chimneys                 | How to properly install Factory Built Chimneys in the following situations: (a) Wall Supported Installations; (b) Ceiling Supported Installations (including both two and three story applications); (c) Cathedral Ceiling Installations; (d) While Connecting to a Factory Built Fireplace; (e) On top of a Masonry Chimney. It will also provide an overview on how to seal a factory built chimney on a metal roof, terra-cotta roof, roof with asphalt shingles and going through a peak.   | 1.5          |          |     | Will    | Kolansky | Technical-Hearth |
| 5700   | Interpreting Manufacturer Instructions                   | One key element to every installation is the installer's ability to carefully follow the manufacturer's instructions. However, in some case, the diagrams and tables in the manual can be very difficult to understand. This session will look at specific examples from current installation manuals to help attendees know how to interpret them properly.  | 1.5          |          |     | Tom     | Parks    | Technical-Hearth |
| 4451   | NFI Gas: Theory & Product Choices                        | Still confused about how gas appliances really work? "Gas Appliances: Theory and Product Choices" will take an in-depth look at the principles like: Fuel Characteristics, Combustion Principles, Gas Piping Systems, Categories of Appliances, Appliance Standards, Principles of Venting. If you understand these principles you will be able to understand why gas appliances perform the way they do and it will help you determine what to do about it. This course is perfect for anyone that wants to completely understand the dynamics of gas appliances.  | 3            |          |     | Rick    | Vlahos   | Technical-Hearth |

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|--------|---|--|--------------|----------|-----|---------|---------|------------------|
|        |   |  | Technical    | Elective | SHL | First   | Last    |                  |
| 3555   | Mastering Common Gas Appliance Service Issues | Gas appliance service calls can be both a benefit and a headache for your company at the same time. Service calls can keep or make a customer happy, yet you and your staff have to know how to properly diagnose a problem so you can determine how to fix the problem. This session outlines how to diagnose five typical service issues you many encounter: nuisance pilot outages, B-vent and direct-vent problems, gas supply problems, and burner and soot issues. Learn how to determine the cause of each of these problems so it will be easier for you to fix the problem. You'll learn: ? How to approach a service call ? Possible causes for five typical gas appliance problems ? How to test for and isolate the real cause of the problem. | 3            |          |     | Art     | Sewell  | Technical-Hearth |
| 3539   | NFI Gas: Installation Concerns                | This session turns our focus to the actual installation. Proper installation is critical for proper performance and safety. We'll cover topics such as: Ventilation and Combustion Air (including recent code changes), Installation and Service Safety, Guidelines, Heat Protection, Venting Installation Guidelines (Conventional Vent, Direct Vent, & Unvented), Thermostats, Wall Switches, Remote Controls, Putting Appliances in OperationNew gas appliance installers, experienced installers, NFI candidates, and NFI Certified Specialists looking for a review will all find this course to be helpful. Sales personnel also need to understand these principles to help their customers make the right choices.                                 | 3            |          |     | Larry   | Grogan  | Technical-Hearth |
| 3068   | Introduction to Mechanical Venting            | The venting system is the "engine" that makes a natural draft appliance work. Chimney performance problems can be very frustrating. This session will examine how natural draft works, what can go wrong and how mechanical venting can help solve these problems.   | 1            |          |     | John    | Altiere | Technical-Hearth |

The **ONLY** national certification program designed for hearth products planners and installers. NFI Certifications are available for Hearth Design, Gas, Wood and Pellet.

**Master Hearth Professional (MHP):** Individuals who have achieved certifications in all three fuel types (wood, pellet, and gas.)

### Already Certified?

**Certification Renewal Is Easier Than Ever**

- Continuing Education Units (CEUs)
- HE@RTH Online Training system.
- HPBExpo.
- HPBAAffiliate meetings.
- Manufacturer/distributor meetings.
- Take the exam
- HPBExpo.
- Attend a sponsored NFI event.
- Find one of 600 LaserGrade/PSI computer testing locations near you.

### Why Certify?

#### Beat your competition:

- Customers expect a well-trained technician with the knowledge to properly plan and install hearth products and their venting systems.
- Give them extra comfort knowing that they are dealing with a professional technician that is not just meeting their expectations, but EXCEEDING them.

#### Earn stature with local officials:

- Many local authorities require NFI Certification to install hearth products.
- Others simply look at certified installers as the “go to” experts in their area.

#### Insurance premiums may be reduced:

- HPBA offers member discounts on liability insurance if you are certified.

**Environmental Protection Agency (EPA) recommends** and, in some cases, requires that consumers choose an NFI Certified specialist when participating in wood stove changeout programs.

### How Do I Certify?

To become NFI Certified, professionals must take and pass the NFI exam.

#### Exam Preparation:

- Read and study the HEARTH reference manual(s).

#### NFI Review Course:

- Offered by HPBA Affiliates, HPBA member manufacturers, various sponsoring companies, and various partners in the chimney sweep industry.
- Taught by experienced industry trainers approved by NFI.
- Online study courses available through HE@RTH Online Training.

#### Testing Options:

- HPBExpo.
- Attend a sponsored NFI event.
- Find one of 600 LaserGrade/PSI computer testing locations near you.
- Online exams from your home or office.

# Industry specific training materials and programs geared toward hearth, patio and barbecue dealers and distributors.



## To Order NFI Materials:

Visit the

**NFI Online Store at**

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

## Manuals

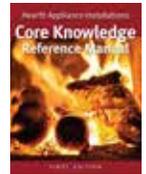
### NEW Hearth Design Specialist Reference Manual

- Technical information every salesperson needs to know
- Codes and Standards
- Basic concepts for Wood, Gas and Pellet appliances



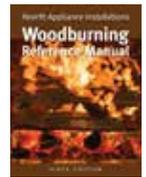
### Core Material Reference Manual

- Topics common to Wood, Gas and Pellet
- Codes and Standards
- Installation planning
- Communicating with customers



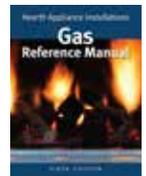
### Wood Hearth Systems Reference Manual

- Wood fireplace & stove installation
- Venting system installation
- Troubleshooting



### Gas Hearth Systems Reference Manual

- Gas fireplace and stove installation
- Millivolt and electronic ignition
- Venting systems installation
- Troubleshooting



### Pellet Hearth Systems Reference Manual

- Pellet appliance installation
- Venting system installation
- Maintenance procedures
- Troubleshooting



## Other

### Hiring and Retaining Exceptional Employees – 2nd Edition

- Staff budgets
- Best practices
- Standard forms
- Tips to motivate & retain



### Professional Service is Profitable

- Create and manage service
- Develop business plans
- The “real costs”
- Writing service contracts



### Show Me the Money

- Analyzing your financial position
- Reading income statements
- Balance sheet management
- Dealing with banks



### Hearth Handbooks for Building Officials

- Complete coverage of all hearth appliance categories
- Installation requirements
- Venting system details
- What to look for in an inspection and why!