



# 2009 Summit Schedule

**SATURDAY, June 6, 2009**

Special Full Day Sessions

Please note: The following special sessions require an additional fee due to cover speakers, materials, lunch and breaks.

**Government Affairs Academy including Media Relations 101 and Government Relations 101**

**Sponsored by HPBAC**

Code: GAA

Fee: \$150

**Instructor: Don Huff, Huff Strategies [bio]**

**Government Relations 101** - Learn the basics of how to get the various levels of government to help and work with you. The emphasis will be on how to conceive, plan and implement cost effective government relations strategies that will achieve results.

Don will provide you with a good understanding of the "tricks of the trade", accumulated over 30 years. You will learn that the fundamentals are the same, whatever the scale of your project or whether your case needs to be made before a local municipal Council or an International Tribunal.

**Media Relations 101** - Learn how you can make the power of media work for you and your issue. This session is closely integrated with Government Relations 101; the emphasis will be on how to use basic media relations techniques to enhance your regulatory and government relations success.

The content discussed in Media Relations 101 will also be useful to individuals who want to enhance their organizations' public image as well as benefit from the many "earned media" opportunities available to savvy operators in newspapers, TV, radio and on the Net.

**Workplace First Aid Emergency First Aid**

Code: WFA

Fee: \$100

**Instructor: St. John's Ambulance**

Designed to meet industry, business and government requirements, St. John Ambulance first aid courses are your assurance of quality, flexibility and expertise. Emergency level first aid is a state-of-the-art, modular course of basic first aid skills and other select subjects needed to sustain life and manage the scene of an injury.

The Emergency Level First Aid course is built on the same core and elective lessons as the Standard Level course. The course includes core and elective lessons as well as a written exam.

Lessons that make up the Standard and Emergency Level courses are outline below.

Both the Standard First Aid and Emergency First Aid courses include five core lessons (four hours).

1. Emergency Scene Management

2. Shock, Unconsciousness and Fainting
3. Choking (Adult)
4. Cardiovascular Emergencies and One-Rescuer CPR (Adult casualty)
5. Severe Bleeding

## **Using Outlook for Time Management, CompuEase**

Code: UTO

Fee: \$150

Instructor: CompuEase

Details to follow

**Sunday, June 7 & Monday June 8, 2009**

**Keynote Address – Customer Service, Leonard Lee, Lee Valley Tools**

**Sponsored by Enviro**

Code: CS

Details to follow

## **Sales and Marketing Sessions**

**Sponsored by ICC / RSF**

### **Managing a Retail Store in an Uncertain Economy**

**Instructor: Tom Pugh, President - Lloyd Pugh & Associates**

Code: SM101

Anyone can manage a retail store when the economy is booming. The true test of a retail manager is producing profits when the economy is receding and costs are rising.

- Tom's class will explain the long term economic consequences of the rising Asian economies, the economic meltdown in the US, and how they affect your business.
- You will learn why dealers in the Northeast are enjoying record sales while dealers in the rest of country are struggling to stay in business. You will understand the formula that will determine if, and when the wood heat explosion will affect your store.
- Tom will explain the Six Initiatives that all hearth retailers should implement to not only survive the upcoming recession, but to thrive in the eventual recovery.

This program is sponsored by a grant from Excel Chimney. Participants are expected to be familiar with the concepts in *Excel Chimney's Blueprint for Success*.

### **Managing the Details to Improve Sales**

**Instructor: Rick Vlahos, Hearth, Patio & Barbecue Education Foundation**

**1.5 Elective CEUs – NFI**

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 from our customer's perspective. Here are some practical tips and suggested areas to look at and evaluate. We'll also cover topics such as:

- First impressions
- Training
- Handling competition
- 4 Steps to Success

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.

## **Target the 3 Ps - Product, Position, Promotion, Greg Hinton**

**Instructor: Greg Hinton**

Face it...your resources (time/money/people) are limited so, be focused! Learn what to do *before* you meet with a marketing rep.

**T= Target** Who are your customers? Who is your competition? Learn how to find opportunities for growth.

**P1= Product** What do products and services do you provide to your target and how and why do you do it? Which products and services are winners and which aren't.

**P2= Position** What are you known for? Price? Quality? Technology?

**P3= Promotion** How do you reach new customers? Which is the best medium for re-imaging your product or service? Which one is the best for positioning price? Which one is best for maintaining top-of-mind awareness? And what's the best combination of media to reach your new goals?

## **The Buyer Seller Dance**

**Instructor: Andrew Wall, Sandler Training [bio]**

Andrew Wall returns to the Summit with three new topics this year. Learn about the common stalls, objections and obstacles Buyer's typically throw in front of your selling efforts. Sellers often have a selling system that actually facilitates the Buyer stealing all of our time, expertise, information and pricing for free! See how the Sandler Training Selling System combats these common problems. Participants will receive a Why Sales People Fail booklet that further reinforces these messages. *Sell more effectively and gain more new clients.*

## **Figuring out Buyers**

**Instructor: Andrew Wall, Sandler Training**

Is your selling process designed to provide a very similar presentation to each and every prospect? Have you ever noticed that some people don't "listen" to what you are saying but are "looking" at your products and literature? Can you determine which prospects absolutely want all the information possible while others are simply looking for the key information so they can make a quick decision. There are 4 Common Buying and Decision Making styles that people utilize. Learn how to identify these styles quickly so that you can "adapt" your selling approach to "match" buyer's desires. *Close more business in the process.* This seminar can be facilitated in 90 minutes or in a 2 hour period.

## **Technical Sessions**

**Sponsored by ICC / RSF**

### **Green Movement**

Facilitator: Tex McLeod & Friends

### **Hearth - Family Feud**

**Instructor: Rick Vlahos, Hearth, Patio & Barbecue Education Foundation**

Details to follow

## **BioMass Furnace Installation - HVAC Components**

**Instructors: Dominique Pagé, SBI**

### **Fall Protection**

**Instructor: Mitch Preece, Embers**

This program provides workers with the basic knowledge required to work safely in areas exposed to fall hazards. Upon completion, participants will be able to recognize fall hazards and identify and apply fall protection controls. A review of legislative requirements will also be discussed.

This program does not cover site-specific equipment and procedures. Workers should receive additional training on specific fall-protection equipment and applications they will encounter on the job.

A wallet card will be provided upon successful completion of this program.

### **Defending Wood Heat Panel Discussion**

**Facilitator: TBD**

As the battle for the right to sell and install wood burning products heats up in the Montreal area and in BC, are you prepared to defend your products if and when this issue reaches you? Join our panel of experts to find out how to be proactive in your area and how to deliver the right message to the right people.

## **Business Management Sessions**

**Sponsored by ICC / RSF (logo)**

### **Hiring & Retaining Staff**

**Instructor: Rick Vlahos, Hearth, Patio & Barbecue Education Foundation [bio link]**

1.5 CEUs with HPBEF

The two "must haves" in any business are (1) customers and (2) employees to service the customers. This session will focus on hiring and retaining employees starting with the key elements of a job description through selection, orientation and training.

Hearth, Patio & Barbecue Education Foundation has completely revised and repackaged its popular handbook, [How to Hire and Retain Exceptional Employees](#), to include the latest industry trends and the current best practices for HPBExpo 2009. The updated workbook comes with new industry survey results, best-practice tips and a CD-ROM of forms. Now you can print applications, performance evaluations and I-9 forms, and you can customize them for your own business.

Participants will learn:

Part 1: How to Hire Professional Employees

- Decide what you want people to do
- Find the right person for the job
- Organize the interviewing process

Part 2: How to Retain Professional Employees

- Use the labor market to your advantage
- Structure the first three months
- Be a coach instead of a boss

### **Managing the Numbers**

**Instructor: Andrew Wall, Sandler Training [bio link]**

Have you ever wondered why you are selling lots of product but your cash flow is tight? Do you really understand what you need to sell weekly or monthly to be profitable? Learn how to manage your business revenues and expenses so that you have control of your money.

## **Hands-On Training Sessions**

### **Sponsored by Simpson Dura-Vent (logo)**

**Trouble Shooting Gas Fireplaces – Electronic Ignition**

**Instructor: Dave Pomeroy, Dave Pomeroy Signature Training**

**Chimney Relining**

**Instructors: Vince Aubé, Martin Aubé and Yvette Aubé**

**Wood Appliance Annual Service –Beyond the Chimney**

**Instructor: George Leblanc, Maritime Fireplaces**

**Troubleshooting Pellet Stoves**

**Instructor: Dave Pomeroy, Dave Pomeroy Signature Training**

## **French Sessions – Tentative**

### **Hands-On Training – Sponsored by Simpson Dura-Vent (logo)**

**BioMass Furnace Installation - HVAC Components**

**Instructor: Marc-Antoine Cantin, SBI**

**Wood Appliance Annual Service –Beyond the Chimney**

**Instructor: to be announced**

**Trouble Shooting Gas Fireplaces**

**Instructor: to be announced**

**Chimney Relining**

**Instructor: to be announced**

### **Sales & Marketing – Sponsored by ICC / RSF (logo)**

**Faire Plus de Profit\$ et ayant Plus de Temps Libre**

**Instructor: Lynne Jacob, MLJ Coaching & Consulting**

**Agir sur vos Idées et Obtenir vos Resultats Desirées pour vous démarquer de la situation économique, en meme temps que Faire Plus de Profit\$ et ayant Plus de Temps Libre**

4 éléments essentiels pour réussir :

1. Avoir facilement ce que vous voulez en mieux organisant votre employ de temps
2. Fixez-vous sur vos atouts... et ... Engager des autres pour faire ce qui reste
3. Le Paradoxe de l'œuf et de la poule - revisité
4. Le Systeme - l'Arbre que relie toutes les branches

## **Business Management – Sponsored by ICC / RSF (logo)**

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