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HPBExpo 2013 Spotlight: Manufacturer Training for Retailers

By Leslie Wheeler

HPBExpo 2013 will offer over 15 manufacturer-specific training sessions in Orlando, giving attendees another value-added benefit in attending the trade show.

This new offering is a win win for attendees and exhibitors – more face-to-face time between buyers and sellers and more opportunities to demonstrate and learn new products and technologies.

The training sessions, sponsored by HPBExpo Education and the Hearth, Patio & Barbecue Education Foundation (HPBEF), are two-hour seminars beginning on Wednesday, March 13, and running through Friday, March 15, and cover a variety of topics that are at the discretion of the manufacturer. All the sessions are conveniently located at the Orange County Convention Center.

While several manufacturers have limited attendance to their dealers only, many are open to all registered attendees. An Expo Education Passport must be purchased to attend the open and closed sessions.

Olympia Chimney Supply's training session, *Your Partner in the Business*, is an open session and revolves around exceptional customer service – a quality all partners should have. The session will cover specific field situations and how phenomenal customer service can become long-term partnerships. Olympia's product specific topics will demonstrate how listening to your customer, user-friendly products and operational efficiencies can give you customer loyalty.

HPExpo Education's sponsor, ICC-RSF, will divide their two-hour session into two parts. The first part will be technical support, *Central Heat for Dummies*, and the second hour will be on Renaissance Fireplaces sales information. This session will be open to all attendees – watch ICC's Facebook page for more details after the new year.

Mendota dealers will be invited to a dealer-only technical session that will cover Mendota's technical updates, including ProFlame I and ProFlame II diagnostics. The seminar will be presented by Bob Maiwald and Darren Cruse.

Valor Fireplaces will host a training session for its dealers only. The two-hour session will cover new product offerings for 2013, Valor's move towards screens on all products, benefits the "Smart Pilot" system and troubleshooting tips.

The training session by S.I.T. Controls is open to anyone and will be an overview of the SIT Controls Proflame IPI System including 1) an explanation of the system's safety strategy, 2) a discussion of its features and operating functions, and 3) a question-and-answer session.

Other participating manufacturers, Copperfield, Empire Comfort Systems, Enervex, Hearth & Home Technologies, HearthStone, DuraVent, Napoleon, National Chimney, Rasmussen, Selkirk and Travis Industries, will also host training sessions, however details were not available as this magazine goes to print. Dates, times and locations of all the sessions are included in the Expo Education schedule on the HPBExpo website, www.hpbexpo.com.

Attendees should plan to arrive in Orlando by Wednesday, March 13, the day before the show floor opens. Expo Education presents a full slate of seminars on Wednesday, in addition to the Manufacturer Training sessions and NFI Review classes. Highlights of Wednesday's seminars include *Whiz Bang! Retail Boot Camp*, an

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all-day seminar taught by popular Bob Negen, and *Custom Outdoor Kitchen Design*, presented by Sheryl and Jerry Isenhour. Two panel discussions, *Reaching Out to Younger Consumers and Making the Transition to Management*, are part of a series of classes designed for the HPBA Young Guns.

On Thursday, in addition to the Manufacturer Training sessions and NFI Review classes, among the course offerings are two sessions that focus on fire features in outdoor living areas. *Designing Fire Features for the Outdoor Room* will be given by Ross Johnson of the Outdoor GreatRoom Company, and *Outdoor Fire Features*, presented by Jerry Isenhour and Bob Wise, will cover fuel choices, venting and ensuring customer satisfaction.

On Friday, the last full day of education offerings, highlights include a round-table discussion, *Innovative Ways to Market Your Business*, facilitated by the popular Ted Topping of Creative Insights, Inc., which will include an idea exchange and discussion of marketing methods. Also on Friday will be a two-part seminar on an *Introduction to Human Resources* by Jim Bostaph of Black Goose Chimney – a subject that is often ignored by many.

All this and hundreds of new products, your industry friends and more is under one roof – the Orange County Convention Center in Orlando, March 13-16, 2013. Make your travel plans now and register easily and quickly at www.hpbexpo.com. We will see you there!

HPBExpo Tailgate Party 2013

Orlando's hottest chefs will perform under the tent at the HPBExpo Tailgate and Big Green Egg Celebrity Chef Cook Off on Thursday, March 14 in Orlando. Ted Reader, barbecue expert, author and food entertainer, will preside over the competition to see which chef takes home the coveted Glass Egg award.

Participating chefs are from Orlando's most popular restaurants: Big Fin, Cuba Libre Restaurant and Rum Bar, House of Blues, Jimmy Buffett's Margaritaville, T-Rex and Wolfgang Puck's Grand Café. Each chef will create an entrée and dessert using a "secret ingredient" that will be unveiled on site. The food will be judged by a panel of barbecue aficionados and the winner announced at the end of the event.

When the indoor exhibits close for the day, the Tailgate and Cook Off transforms the Expo's outdoor exhibit area into a traditional tailgate party. Everyone is encouraged to wear their favorite team's jersey, grab a beer and sample the tasty grilled and smoked offerings from participating exhibitors. *Tailgater Monthly* magazine, sponsors of the Tailgate Pavilion, will be on hand and will preside over the pavilion with the latest (and niftiest) grill gadgets.

2012 Cook Off winner from Serpas Restaurant with emcee Ted Reader (left) and HPBA President & CEO Jack Goldman (right).

Napoleon's tailgate party in Atlanta.

The 2013 Donna H. Meyers Barbecue Leadership Award, sponsored by *Casual Living* and HPBExpo, will also be presented at the event.

Don't miss the fun at HPBExpo's hottest new event. More information on the Tailgate and Cook off, as well as the Industry Party at House of Blues, can be found at www.hpbexpo.com. HPBExpo's outdoor exhibitors look forward to seeing you.

The *HPBA Journal* is intended to provide in-depth information to the hearth and outdoor products industry. Statements of fact and opinion are the responsibility of the authors alone and do not necessarily reflect the opinions of the officers, board, staff or members of the Hearth, Patio & Barbecue Association.

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