

8:30	Opening/Welcome	Brian Habegger President, Habegger Corporation
8:35	Topics For The Day: Industry & Business Reviews, Habegger Value	Brian Newport Director of Residential Sales Habegger Corporation
8:40	Carrier Corporation Industry Update Justin Keppy will provide key insights into the state of the industry from a Carrier Corporation perspective along with a corporation year in review and 2021 outlook.	Justin Keppy President, Carrier Corporation
9:00	Habegger Value Brian and Ken will take an in depth look at the value that Habegger and Dale Supply bring to our customers and the markets we serve.	Brian Newport Ken Habegger Columbus & Northeast Ohio Region Manager Habegger Corporation
9:20	Habegger's COVID Response Brian will share with you a review of our course of action in 2020 and our plans moving into 2021.	Brian Habegger
9:25	Habegger Business Review Brian will walk through our business results in 2020 and a look forward to 2021.	Brian Newport
9:40	Parts and Supplies Brian will lead a discussion on our Parts & Supplies business, what we have to offer, and how we are approaching this segment as we move forward in 2021.	Brian Schlise Director of Operations, Parts & Supplies Habegger Corporation
10:00	Dealer Best Practices Karie will introduce our Best Practices breakouts being lead this week by some of the industry's best dealers from across the country.	Karie Johnson Manager, Marketing & Development Habegger Corporation
10:10	Keynote Peter will begin a fascinating look at the economy, it's effect on our industry, our businesses, and help give insights into what's to come as we navigate this ever-changing economy. Each day this week Peter will build on this topic with new information, guidance, and information to help you form plans for a strong 2021.	Peter Ricchiuti Professor at Tulane University Economist, Contributor to NPR with a Podcast and Radio Show
10:30	Thank You And Closing Brian will take a few minutes to recap key elements from the day, announce 2 give-aways for Day 1, and highlight the training class by Grandy & Associates that will immediately follow. (You must participate in the full morning session to be eligible for the give-aways)	Brian Newport
10:35	Training Class: Recruiting New Employees And Retaining Your Best	
11:35	Course Duration: 1 hour Employees are the life of our organization. In this session we will discuss tactical ways to: — Recruit and attract employees using the TRUST Method with a focus on Millennials & Gen Z T - Treat candidates like clients R - Referral Program U - Use Sponsored Job Listings S - Social Media Strategies T - Try New Things — Reward and Retain Employees using the PRIDE Method P - Positive Working Environment R - Recognize, Reward & Reinforce the Right Behavior I - Involve and Engage Team Members D - Develop Employee Skills and Potential E - Evaluate and Measure	Rob Rusniaczek Grandy & Associates

Distributor Training Credit: You will receive 1 hour of Distributor Training Credit for participating in the full class.
You must be registered and have provided your HVACpartners ID number when registering.

-
- 8:30 **Opening/Welcome**
Today is all about getting engaged with your brand. You'll participate in three breakouts that range from product highlights, marketing programs, and dealer programs. Habegger represents the best brands in the industry and today is all about your brand.
- Brian Newport
Director of Residential Sales
Habegger Corporation
-
- 8:40 **Why Partner With Your Brand, Including Product Highlights** see website for factory breakout speakers
-
- 9:00 **Marketing Programs To Help You Succeed** see website for factory breakout speakers
-
- 9:15 **Why Participate In The Factory's Best Dealer Program?** see website for factory breakout speakers
-
- 9:30 **Keynote**
Peter will continue his look into the economy, it's effect on our industry, our businesses, and help give insights into what's to come as we navigate this ever-changing economy. He will build on this analysis from Tuesday, with new information, guidance, and information to help you form plans for a strong 2021.
- Peter Ricchiuti
Professor at Tulane University
Economist, Contributor to NPR
with a Podcast and Radio Show
-
- 9:50 **Thank You And Closing**
Brian will take a few minutes to recap key elements from the day, explain and encourage participation in our virtual tradeshow, and do 2 give-aways.
(You must participate in the full morning session to be eligible for the give-aways)
- Brian Newport
-
- 9:55 **Tradeshow**
Participate with our partners and find out about discounts and special offers tied to our meeting.
10:55 Habegger will do a special give-away drawing each day. You must participate in the tradeshow to be eligible for this prize.
- Our partners include:
- | | | | |
|---------------|---------------|-------------|-----------------|
| Service Titan | AIG | Fieldpiece | Nu-Calgon |
| Field Edge | ESS | Harris | Resideo |
| mta360 | Valve & Meter | Rinnai | To Your Success |
| Wells Fargo | Seal Tite | Microf | Payzer |
| | Respicaire | Totaline/RC | |
-

8:30 **Opening/Welcome**

Today's topics center around two key product categories: Commercial, and New Construction. When you register you get to choose 3 of the 4 breakout options listed below.

Brian Newport
Director of Residential Sales
Habegger Corporation

8:40 **Regulations And Puron Advance**

In this segment, John will cover upcoming regulatory issues including new refrigerant regulations and what that means for Puron Advance.

John Gibbons
Executive Director
Carrier Corporation

8:55 **Breakout 1**

9:20 **Breakout 2**

9:45 **Breakout 3**

Breakout Options:

- Ductless Products
- Selling IAQ Now And Moving Forward
- Moving A New Construction Customer To A Replacement Customer
- Commercial Products 25 Tons And Under

10:10 **Keynote**

Peter will continue to dissect the economy, its effect on our industry, our businesses, and help give insights into what's to come as we navigate this ever-changing economy. Peter will build on his points from Tuesday and Wednesday, adding new information, guidance, and information to help you form plans for a strong 2021.

Peter Ricchiuti
Professor at Tulane University
Economist, Contributor to NPR
with a Podcast and Radio Show

10:30 **Thank You And Closing**

Brian will take a few minutes to recap key elements from the day, explain and encourage participation in our virtual tradeshow, and do 2 give-aways. (You must participate in the full morning session to be eligible for the give-aways.)

Brian Newport

10:35 **Tradeshow**

11:35 Participate with our partners and find out about discounts and special offers tied to our meeting. Habegger will do a special give-away drawing each day. You must participate in the tradeshow to be eligible for this prize.

Our partners include:

Service Titan

Field Edge

mta360

Wells Fargo

AIG

ESS

Valve & Meter

Seal Tite

Respicaire

Fieldpiece

Harris

Rinnai

Microf

Totaline/RC

Nu-Calgon

Resideo

To Your Success

Payzer

8:30 **Opening/Welcome**
Today's topics focus in on Best Practices and Service. When you register you get to choose 4 of the 6 breakout options listed below.

Brian Newport
Director of Residential Sales
Habegger Corporation

8:40 **Breakout 1**

9:05 **Breakout 2**

9:30 **Breakout 3**

9:55 **Breakout 4**

Breakout Options:

Creative Ways To Market

Charlene Ierna, Ierna's Heating and Cooling, Lutz, FL

How To Make Money Partnering With A Retailer

Daren Shawver, IMS Heating and Air, Berthoud, CO

How To Make More Money As A Sales Person Using Financing

Shawn Morris, Coolray Heating & Air Conditioning, Atlanta GA

How To Run A Company With 0 (Yes Zero) Receivables

Bill Kinnard, Grandy & Associates

Tools To Help You Trouble Shoot

Dirk Nauman, Service Manager, and Paul Zinn, Training Manager, Habegger Corporation

Top 5 Reasons Your Combustion Readings Are Wrong

Shawn Stapinski, Technical Manager, Habegger Corporation

10:20 **Keynote**
Peter will wrap up his look into the economy, its effect on our industry, our businesses, and help give insights into what's to come as we navigate this ever-changing economy. He will not only provide additional new information, guidance, and information to help you form plans for a strong 2021, he will also take audience questions.

Peter Ricchiuti
Professor at Tulane University
Economist, Contributor to NPR
with a Podcast and Radio Show

10:40 **Thank You And Closing**
Brian will take a few minutes to recap key elements from the week, explain and encourage participation in our virtual tradeshow, and do 2 give-aways. (You must participate in the full morning session to be eligible for the give away.)

Brian Newport

10:45 **Tradeshow**
Participate with our partners and find out about discounts and special offers tied to our meeting.
11:45 Habegger will do a special give-away drawing each day. You must participate in the tradeshow to be eligible for this prize.

Our partners include:

Service Titan

Field Edge

mta360

Wells Fargo

AIG

ESS

Valve & Meter

Seal Tite

Respicaire

Fieldpiece

Harris

Rinnai

Microf

Totaline/RC

Nu-Calgon

Resideo

To Your Success

Payzer