

Residential Distributor Meeting

March 2, 2010				
Start	End	Topic	Duration	Presenter
8:00 AM	8:30 AM	Welcome and Introductions	0:30:00	Tony Landers
8:30 AM	9:30 AM	State of the industry	1:00:00	Dan Ellis
9:30 AM	10:00 AM	How did we do? - Residential Metrics	0:30:00	John Bailey
10:00 AM	10:15 AM	Break	0:15:00	Group
10:15 AM	10:45 AM	2010 Marketing plan	0:30:00	Tony Landers
10:45 AM	11:15 AM	Doing your part in 2010	0:30:00	John Bailey
11:15 AM	12:15 PM	Dealer marketing manual	1:00:00	Titian Burris
12:15 PM	1:15 PM	Lunch	1:00:00	Embassy Suites
1:15 PM	2:15 PM	Dealer website introduction	1:00:00	Titian Burris
2:15 PM	3:00 PM	Generating Leads	0:45:00	TMP Direct
3:00 PM	3:15 PM	Break	0:15:00	Group
3:15 PM	4:00 PM	ClimateMaster Co-op program	0:45:00	Tony Landers
4:00 PM	4:45 PM	The power of Co-marketing	0:45:00	Matt DiSabato
4:45 PM	5:00 PM	Wrap-up day 1	0:15:00	Group
6:00 PM	8:00 PM	Dinner - Sales Awards	2:00:00	Embassy Suites

March 3, 2010				
Start	End	Topic	Duration	Presenter
8:00 AM	8:45 AM	New Products	0:45:00	Titian Burris
8:45 AM	9:15 AM	Sales Tools Review	0:30:00	Rick Hiles
9:15 AM	10:00 AM	The Importance of Public Relations	0:45:00	John Vastyan
10:00 AM	10:15 AM	Break	0:15:00	Group
10:15 AM	10:45 AM	Geo Smart financing	0:30:00	Paul Bony
10:45 AM	11:45 AM	Customer Service	1:00:00	Cindy Perry
11:45 AM	12:45 PM	Lunch	1:00:00	Embassy Suites
12:45 PM	1:45 PM	2010 Training & events	1:00:00	Paul Bony
1:45 PM	2:00 PM	Wrap-up day 2	0:15:00	Group