



Harvey University

“KEEPING YOUR EDGE”

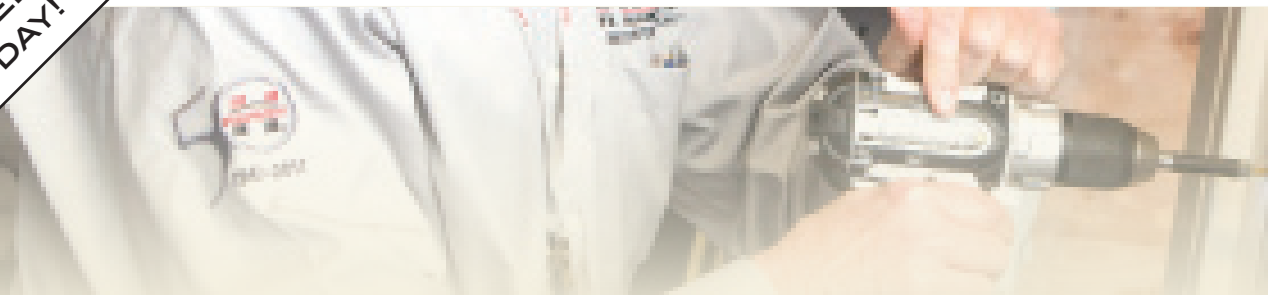
Tuesday, March 13 • 8am-2pm

Seven dynamic workshops exclusively for building professionals



HARVEY
BUILDING PRODUCTS

SPACE IS LIMITED
REGISTER TODAY!



- 7:30am Registration
- 8:00am Sessions begin
- 2:00pm Depart for Private Reception at Harvey Building Products, Berlin Branch
- 3:00pm Trade show begins at Berlin Branch

Harvey University participants are automatically entered into win special raffle prizes!



HARVEY
BUILDING PRODUCTS

Register online: harveybp.com/pro/events.aspx

\$25 fee includes breakfast, lunch, and instructor fees

Seminar location:
Hartford Marriott Rocky Hill
100 Capital Blvd., Rocky Hill, CT 06067

**Register
TODAY**

Free giveaway!

Attic Ventilation: Ask the Expert™ Seminar

Presented by Paul Scelsi from Air Vent. Technical overview covering the benefits of a balanced residential attic ventilation system and how to properly specify and install it. The program includes installation tips collected from across the US and Canada as well as case studies and FAQs.

Reducing Operating Costs

Presented by Shawn McCadden, CR, CLC, CAPS. What have you done to bring your business into the modern age? Join a lively and informative discussion and learn ways your business can take advantage of current technologies, how to evaluate your options, and how to get started.

Why Customers Aren't Buying and Why You're Not Selling!

Presented by Shawn McCadden, CR, CLC, CAPS. With the marketplace slow down, selling projects isn't as easy as it used to be. Shawn will share his three-part solution to an insecure consumer mindset including how to shorten the sales cycle and close more sales at the same time.

Business Tools for a New Age

Presented by Harvey Building Products. Learn the features of our online tools designed to increase business and productivity, including our Secure Site, e-Catalog, Contractor Referral Program, and others. Harvey offers business solutions for serious industry professionals.

Siding Installation

Presented by The Foundry. Installing Foundry siding saves time and money. Watch live demos and see first-hand how 5 foot-lengths are easy to handle and offer a low scrap rate. Learn about Foundry's Class 1A Fire Rating which makes it an ideal choice for single family, multi-family, and large projects.

Sales Process Seminar

Presented by Therma-Tru. Master a seven step process designed to maximize time and opportunity with customers. Expert tips regarding the installation of an entryway that will help eliminate callbacks will also be discussed.

Business Management Best Practices

Presented by CertainTeed. Improve your skills in financial/business management and lead generation to become more effective in business. Explore additional ways to make more money and get ahead of the competition in your target market.