



2010 WOLF STEEL TRAINING PROGRAMS



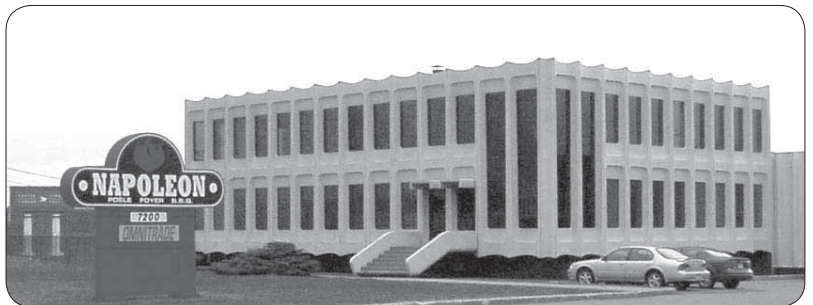
Our Mission . . .

... is to enhance our commitment to our dealer network by offering them the most current and relevant information available. These unique and exciting training sessions, whether it be sales, installation or service, are designed to focus on the varying methods of creating satisfied customers. From the first hello, to the final goodbye with your customer, you will study the time proven skills necessary to keep your business one step ahead of the competition time and time again.



**Wolf Steel Ltd.
Barrie, Ontario
Canada**

**Wolf Steel Ltée
Montreal, Quebec
Canada**



**Wolf Steel USA Inc.
Crittenden, Kentucky
USA**



**Napoleon Appliance Corp.
Barrie, Ontario
Canada**



Message From The President

Our industry's growth is founded upon research and development as our past experiences continues to teach us all how to be more effective in our future endeavors. With this knowledge in mind, it is with great pleasure that we welcome this opportunity to share the latest technological concepts as well as the many other benefits that our products offer. As always, Napoleon's ongoing commitment is to support and help our customers in their success.

Wolfgang Schroeter

President

Gain Insight . . .

By attending these programs, you & your staff will gain a large amount of knowledge on all Napoleon® & Continental® hearth products & their application. These will ultimately lead to extremely satisfied customers and the opportunity for great referrals to effectively sell, install and service Napoleon® & Continental® products.

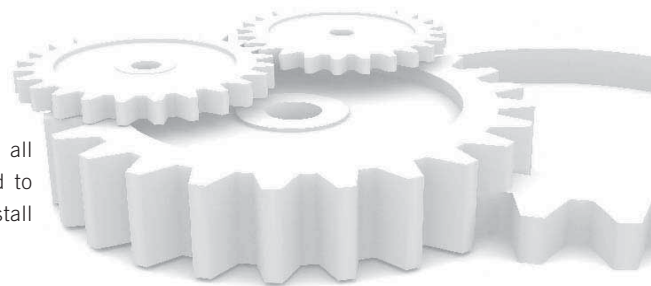


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Program Descriptions

A Program A - Product Knowledge (Sales)

This program offers our distributors and dealers in the retail fireplace market a new perspective on sales and marketing with proven techniques.

Those attending this program will review the features and benefits of our gas and wood burning fireplace products. You will learn what each model comes equipped with and what additional components are necessary for a successful installation. Participants will also learn how to properly quote jobs.

This class is a must for new dealers or sales staff learning about our products and the fireplace industry. It's also a great refresher course for all fireplace sales people to pick up new tips and learn more about our products.

Check out the calendar in this booklet for the date this class will be held at a location nearest you or contact your Napoleon®/Continental® Sales Representative for further details.

Those attending these classes will be quizzed on the material being presented and certificates of achievement will be awarded to each attendee upon completion of this class.

Training modules that may be included in this program are as follows:

- Wolf Steel Company Profile
- Gas Fireplace Venting Systems
- Napoleon All Product Review
- Marketing and Customer Needs

B Program B - Technical Training (Tech)

This program will be offered to our distributors and dealers in both the retail and new construction fireplace market. We offer a new and improved hands-on training program. This program offers personal training with our products and will enable the installer or service technician to learn troubleshooting techniques.

Those attending these classes will be quizzed on the material being presented and certificates of achievement will be awarded to each attendee upon completion of this class.

Training modules that may be included in this program are as follows:

- Gas Fireplace Venting Systems
- Electronic Ignition Systems
- Remotes
- Assembly
- Service and Troubleshooting
- Biomass Products

Contact your Napoleon®/Continental®/Timberwolf Sales Representative to discuss changes required. You can create your own program that will best suit your needs.

Note: Any module combinations will be offered based on individual training requested by our Napoleon®/Continental® Representative.

Coffee and lunch will be provided for all training programs.

Procedures & Costs

Note: All Barrie, Ontario training will include a Wolf Steel plant tour. NO open toed shoes allowed for the tour. Safety glasses MUST be worn, which Napoleon® will supply.

Service: The training programs are offered to employees of all authorized Napoleon® and Continental® fireplace dealers free of charge.

Deposit: A deposit of \$100 is required to save your position within the session and must be forwarded to our Training Coordinator when registering for any of the scheduled programs. Upon completion of the program, the entire deposit will be credited to your account or your deposit may be returned to you by cheque provided arrangements have been made in advance.

Travel/Accommodations: Any travel or accommodation expenses are solely the responsibility of the attendees.

Registration: Registering for the programs indicated in this booklet can be made by calling the Training Coordinator at 800-461-5581 or fax your request to 705-725-1150. Email registration is also available and can be achieved by filling out and sending in the registration form found on our dealer website*, napoleondealers.com.

* Should you require a password to access our dealer website, please contact Melissa Graves at mgraves@napoleonproducts.com



Napoleon's Dealer Website

Important Notes

Those who wish to attend one of the training sessions must submit their registration along with their deposit, a minimum of 30 days prior to the scheduled date. The receipt of each registration will be verified by the Training Coordinator.

Attendees who wish to cancel their registration must submit their request in writing to the Training Coordinator a minimum of 2 weeks prior to the scheduled program to receive a full refund of their deposit.

Wolf Steel reserves the right to either re-schedule or cancel any specific training dates based upon the number of registered attendees and/or cancellations.

Accommodation Information

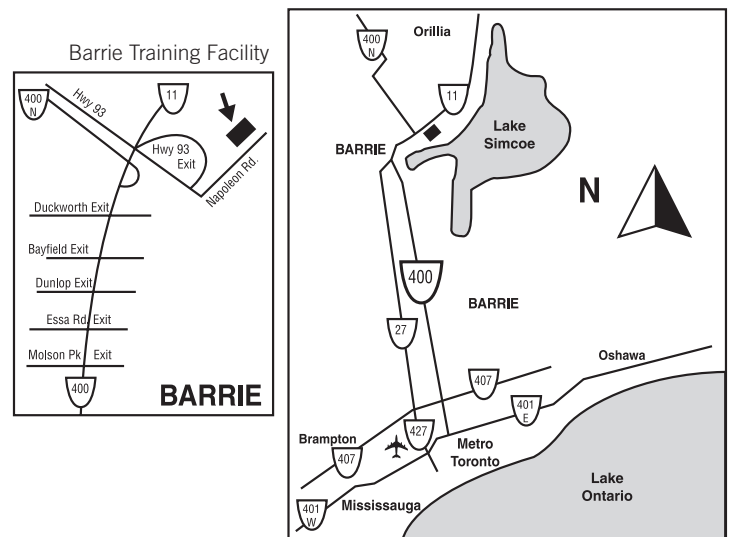
Reservations for hotel accommodations can be made at the following locations:

- Hampton Inn & Suites by Hilton
74 Bryne Drive
Barrie, Ontario L4N 9Y4
Contact: Charlene Grenier
705-719-9666 (Phone)
705-719-2221 (Fax)
1-800-446-6677 (Toll Free)
Rates: Traditional Rooms (2 Queen Beds) \$94.00/night
Studio Suites \$114.00
*Includes Hot Breakfast
- Holiday Inn
20 Fairview Rd
Barrie, Ontario L4N 4P3
Contact: Helen Wallace
705-722-0555 (Phone)
705-728-1718 (Fax)
Rates: \$110.00/night
*Hot Breakfast Buffet - Single Occupancy

When arranging for accommodations be sure to advise them that you are receiving Wolf Steel's Corporate rate.

For attendees who will be flying into Toronto's Pearson International Airport, please contact our Training Coordinator at 800-461-5581, and they will be more than happy to arrange for airport accommodations and/or transportation from the Airport to Barrie, if required.

Map





Registration Form

Fax 1-705-725-1150 or 1-877-329-8324: Attention: Training Coordinator
Registration Information

Dealer Name _____

Contact Name _____

Address _____

Phone _____

Fax _____

Desired Course Date (1st) _____

Desired Course Date (2nd) _____

Name of Attendees (please print) _____

Deposit Information

Visa ☐ MasterCard ☐ Cheque ☐ On Account ☐

Card # _____ Exp. Date _____

Card Holder Name _____

Authorized Signature _____

MINIMUM 2 WEEKS CANCELLATION NOTICE REQUIRED OR YOUR DEPOSIT WILL NOT BE REFUNDED

Trainer Profile

Our instructor has a keen understanding of fireplaces and combustion coupled with a practical method of explaining them, making our Wolf Steel Programs one of the best training opportunities in the industry. He has earned his qualifications first hand as he has successfully sold, installed and serviced our fireplaces and related products for years.



Ron McCrae
Wolf Steel Ltd.
Canada & U.S. Training

Ron McCrae brings his own unique perspective to our training programs. Reflecting on the needs of the sales and technical side of the business, he draws upon his nineteen years of experience working in the hearth industry. Ron applies real life understanding to what installers, sales and service people all need to know about our products. Joining Wolf Steel in 2000, Ron has successfully shared his knowledge and customer savvy with our dealers as an integral member of our Technical Services Department.

Training Facilities & Schedule

Our 2,800 square foot training facility, located in Barrie, Ontario, Canada, is designed to accommodate a variety of teaching aids to maximize the effectiveness of our programs. Display stations enable our instructors to quickly hook up and operate any of our gas burning models and simulated applications allow for hands-on installation.

Wolf Steel's training facility utilizes the most advanced environmental concepts to create an atmosphere that is conducive to the learning process.

Similar training facilities are now open to bring these Training Programs to our customers in Montreal, Quebec. To receive a detailed map with full directions to any of our Program training facilities, please contact the Training Coordinator at 800-461-5581.

U.S. Dealers and Distributors

For anyone currently possessing a National Fireplace Institute certificate: The successful completion of either program entitles the attendee to receive five CEU credits.

Quebec Dealers and Distributors

Training will be conducted in Montreal - one every month alternating one month service and the next month sales. New product information sessions will be available as a new product is introduced. These informative sessions will be conducted by Daniel Patry. Please contact your local Quebec Napoleon®/Continental®/Timberwolf Sales Representative for details and times. Print is available in French and English text

Program Calendars

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
APRIL 2010				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22 Barrie ON, TECH	23	24
25	26	27	28	29	30	

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
MAY 2010						1
2	3	4	5	6	7	8
9	10	11 Fargo, ND	12 Minneapolis, MN	13	14	15
16	17	18 Saskatoon, SK	19	20 Regina, SK	21	22
23/30	24/31	25	26	27	28	29

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
JUNE 2010		1 Des Moines, IA	2	3 Arkansas	4	5
6	7	8	9 Barrie ON, Sales	10 Barrie ON, TECH	11	12
13	14	15	16	17	18	19
20	21	22 Morgantown, WV	23 Harrisburg, PA	24	25	26
27	28	29 Philadelphia, PA	30 Washington, DC			

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
JULY 2010				1	2	3
4	5	6	7	8	9	10
11	12	13	14 Grand Junction, CO	15 Denver, CO	16	17
18	19	20 Detroit, MI	21 Indianapolis, IN	22 Cincinnati, OH	23	24
25	26	27	28	29	30	31

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
AUG. 2010	2 Mt Vernon, WA	3 Tacoma, WA	4 Portland, OR	5	6 San Francisco, CA	7
8	9	10	11 Barrie ON, TECH	12	13	14
15	16 Billings, MT	17	18 Boise, ID	19	20 Spokane, WA	21
22	23	24 Portland, ME	25 Manchester, NH	26 Worcester, MA	27	28
29	30	31				

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
SEPT. 2010			1 Barrie ON, Sales	2 Barrie ON, TECH	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

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