



November 5, 2010

To: Sales Staff
Marketing Staff
DSM/Wholesale Agents

From: Tommy Olsen
Sr. Product Manager

Subject: **Water Heating Institute 2011 Schedule**

The Water Heating Institute is now entering its 14th year! With all the new products that have been released, along with products in development, now more than ever you, your staff, and our customers should be fully trained on our tank-type product offering.

Over 1,000 people have “graduated” from the current program and we are excited to be reaching for our next goal of 1,500 graduates!. The 2011 program will focus on Energy Star II, Power Direct Vent, Heat Pump Water Heaters, Commercial High Efficiency, and new product technologies.

While our sales reps and managers are experienced in residential and commercial sales, we would like you to consider attending the 2011 training program so as to gain a better understand of our latest products. Why just read about our new products when you can come to Montgomery and see firsthand new and soon to be released products?

What is the Water Heating Institute?

First and foremost the Water Heating Institute is designed to enhance and grow our commercial and residential tank-type business by developing a more knowledgeable sales force both within Rheem and our **wholesale distributors**. The level of training in this program is designed to meet the needs of the following recommended target audience:

<u>Rheem</u>	<u>Distributors</u>
Sales Managers	Branch Managers
Sales Agents	Counter Sales
L3 Tech Service	Inside/Outside Sales
	Specification Specialist

As you can see this list does **not** include Installing Plumbers, Installing Contractors, or Service Contractors. This forum is not a Technical Service Training School.

Also, not included are Specifying Engineers. Our **Commercial Engineer Academy** is available upon request and is available throughout the year. The target audience should be those who are in decision-making positions regarding the specification of Rheem-Ruud commercial and residential water heaters.

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Training at the Water Heating Institute consists of the following modules:

Day 1 - Introduction

Rheem Overview
Engineering Design Requirements
Plant Tour
Fundamentals of Water Heating
Commercial Product Line
Residential Product Line
Alternate Technologies (Solar & Tankless overview)*

Day 2 - Details

Water Heater Application Overview
New Product Showcase
Installation, Venting, & Piping Water Heaters
Manual and *CertiSpec*^{3,1} Commercial Sizing
Group Dinner

Day 3- Capstone

Market Analysis and Sales
Water Heater Market Data
Business Building Programs

*Note: Detailed Solar and Tankless training available by contacting Olin Ward (solar) or Neil Lynn (tankless)

What's included?

A full 2 ½ days of intense training! Rheem will provide 3 nights' hotel accommodations at the **Staybridge Suites - EastChase**, transportation to and from the training facilities, lunch (Tues. & Wed.), group dinner on Wednesday evening, and return transportation to MGM airport. Rheem also provides all training materials for this program. *Guests are responsible for transportation to Montgomery, airport to hotel transportation, and Mon. & Tues. dinner (Staybridge Suites offers a nightly Manager's Reception).*

Besides providing product training, Rheem benefits from the Water Heating Institute. Direct feedback of comments and questions from those in attendance provide valuable insight into our customers' wants and needs, as well as, changing business conditions. In addition to the formal training, there is always a sharing of idea's and experiences during lunch and dinner.

Your Water Heating Institute Instructors for 2011 include:

Don Wolf	Tommy Olsen	Rodney Pugh	Matt Lamasney
Neil Lynn	Brad Johnson	Bryan Collar	Ron Johnson
Daniel Johns	Felicia Swanner	Anwar Price	

Each Agent will be allotted only **4** guest slots upon request. This limit helps ensure a diverse audience and stimulates successful group dynamics throughout the session. Should you need additional slots, your request will be noted and information will be provided should an opening become available. Please note that Agent slots are included in your "guest slots"; therefore if you, or members of your agency wish to attend, please make your reservation ASAP as this will impact the number of guest openings to be made available each session.

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Water Heating Institute 2011 scheduled dates:

February 22, 23, & 24

***April 19, 20, & 21**

September 20, 21, & 22

November 8, 9, & 10

*Montgomery Biscuit Baseball game and Riverwalk Stadium Tour

Reservations should be routed to Don Wolf (334-450-2065) or don.wolf@rheem.com and are subject to approval. All reservation requests must be signed by an authorized Rheem-Ruud representative, no exceptions.

If you have any questions regarding the Water Heating Institute, please contact either Tommy Olsen or Brad Johnson.

We are looking forward to a successful 2011 water heating training program and continue to promise that all of our guest will be treated to the best southern hospitality and training we have to offer!

All reservation requests are subject to Rheem approval.

Please book return travel after 11:30 am Thursday session.

***All rooms are booked pre-paid by Rheem
Check in Monday / Check out Thursday***

(Notification of cancellation required prior to start of each session)



Water Heating Institute
Investing in Water Heating Solutions

Day	Time	Subject	Description	Instructor	Site
Mon	All Day	Travel Day			
		Due to the variety of travel arrangements, please enjoy the local restaurants for dinner. (See your welcome packet for walking directions). Bus transportation departs outside the front lobby at 8 am Tuesday.			Stay Bridge Suites
Tue	8:00 AM	Transportation to Rheem Plant	Bus leaves from outside the front lobby		Stay Bridge Suites
	8:30 AM	One Rheem Welcome Water Heater Institute Overview		Don Wolf	R&D Classroom
	9:00 AM	Engineering Design Requirements	Residential & Commercial	Rodney Pugh	R&D Classroom
	10:00 AM	Plant Tour	Points of interest and safety on the Plant Tour	Tour Guide	Plant
	12:15 PM	Lunch			R&D Classroom
	1:00 PM	Fundamentals of Water Heating	Common to all water heaters	Don Wolf	R&D Classroom
	1:50 PM	Break			R&D Classroom
	2:00 PM	Commercial Product Solutions		Tommy Olsen	R&D Classroom
	2:50 PM	Break			R&D Classroom
	3:00 PM	Residential Product Solutions		Bryan Collar	R&D Classroom
	3:50 PM	Break			Classroom
	4:00 PM	Alternative Water Heating Solutions		Tankless and Specialty Products	R&D Classroom
	5:00 PM	End of Training Day			
	5:00 PM	Bus transportation to hotel			
	5:30 PM	Optional activities for the evening. Please enjoy the local restaurants for dinner. (See your welcome packet for walking directions).			Stay Bridge Suites



Water Heating Institute
Investing in Water Heating Solutions

Day	Time	Subject	Description	Instructor	Site
Wed	8:00 AM	Transportation to Customer Care Center			Stay Bridge Suites
	8:30 AM	Water Heater Application Overview	Applications that our products will fit	Don Wolf	Customer Care Center
	9:20 AM	Break			Customer Care Center
	9:30 AM	Marketing Product Showcase – Energy Star II	In-depth new product focus	Bryan Collar	Customer Care Center
	10:20 AM	Break			Customer Care Center
	10:30 AM	Marketing Product Showcase – Ultra High Efficiency	In-depth new product focus	Ron Johnson	Customer Care Center
	11:20 AM	Break			Customer Care Center
	11:30 AM	Installation, Venting and Piping of Water Heaters	Commercial and residential products	Daniel Johns	Customer Care Center
	12:00 PM	Lunch			Customer Care Center
	1:00 PM	Transportation to Bell Road IT Classroom			Bus arrive at 12:45
	1:30 PM	Commercial Sizing: Manually	Introduction and basic problem solving	Felicia Swanner	Bell Rd PC Lab
	2:20 PM	Break			Bell Rd PC Lab
	2:30 PM	Commercial Sizing: Manually	Pen & Paper old style sizing	Felicia Swanner	Bell Rd PC Lab
	3:20 PM	Break			Bell Road
	3:30 PM	Commercial Sizing CertiSpec	Computerized sizing	Tommy Olsen	Bell Rd PC Lab
	5:00 PM	End of Training Day			
	5:00 PM	Transportation to Stay Bridge Suites			
	6:00 PM	Bus ride to dinner	Meet outside the front door to hotel.		Stay Bridge Suites



Water Heating Institute
Investing in Water Heating Solutions

Day	Time	Subject	Description	Instructor	Site
Thu	8:00 AM	Local Market Analysis and Selling Commercial Products	Finding and Focusing on Targets	Tommy Olsen	Stay Bridge Suites
	8:50 AM	Break			Stay Bridge Suites
	9:00 AM	Commercial Business Review			Stay Bridge Suites
	9:45 AM	Transportation to Airport			Departs at 10:00 am

Please plan your departure from the Montgomery airport no earlier than 11:30 am local time.

20 - Eleven Enrollment Form



Rheem-Ruud Water Heater Institute

Candidate Name: _____

Name of Business: _____ Customer Number: _____

Business Mailing Address: _____

City: _____ State: _____ Zip: _____

Business Phone: (_____) _____ Business Fax: (_____) _____

Email address: _____

Candidate's job title / description: _____

All reservation requests are subject to approval. Please review the Water Heater Institute training agenda with your Rheem-Ruud sales representative and return the completed enrollment form to him / her.

Please indicate which scheduled 2011 Commercial Institute you would like to attend:

- _____ February 22, 23, 24
- _____ April 19, 20, 21
- _____ September 20, 21, 22
- _____ November 8, 9, 10

Class space is limited and on a first come - first served basis. Please check for availability prior to registration.

Attendees are responsible for transportation expenses to and from Montgomery, AL. Rheem-Ruud Manufacturing Company will provide the cost of the Institute, class materials, and lodging upon arrival.

Attendee's signature: _____

Rheem-Ruud Sales Representative signature: _____

Date: _____ / _____ / _____

Return this completed form to:

Don H. Wolf
Training Administrator
Rheem Manufacturing Company
1241 Carwood Court
Montgomery, AL 36117
Phone: 334-450-2065 FAX: 334-450-2065 Email: don.wolf@rheem.com