

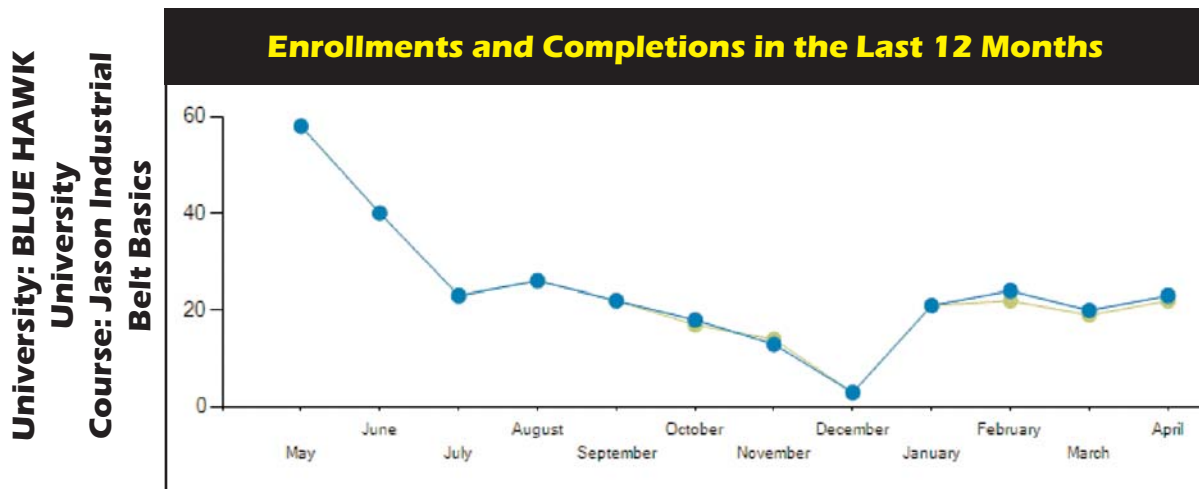
JASON TRAINING MODULE FOR BLUE HAWK

Blue Hawk Buying Co-Op is a National Buying Group of HVAC/R and Plumbing Wholesalers Throughout the U.S.

One of the benefits of Blue Hawk membership is access to the Blue Volt Academy, which offers a variety of online training modules offered by Manufacturers and Vendor Members of Blue Hawk. As a vendor sponsor of Blue Hawk, Jason's Diversified Products Division posted an online training module with the Blue Volt Academy May of 2010.

The Jason module featured belt basics, including size, nomenclature, function and performance standards of V-Belts. In a one year period, we have had 315 online enrollments for this course all with positive reviews.

The enrollees are employees of 180 HVAC/R Distributors, many of whom are customers of Jason Industrial. Distributor training is a great vehicle to build customer appreciation and brand equity. It has helped to make Jason Industrial a known name in the HVAC/R marketplace. See below for attendees' feedback.



Enrollments
315 of 400

Completions
309

\$BlueBucks Awarded
\$622

Includes active enrollments, any completed enrollments, or enrollments that have earned \$BB

COURSE SURVEY QUESTIONS & RESPONSES

Please rate this learning module based on the subject matter's relevance to your job and some (or all) of your customers:

A. Very Relevant	→	(64.95%)	202
B. Somewhat Relevant	→	(32.48%)	101
C. Not Relevant	→	(2.57%)	8

How would you rate the module's ability to convey important and useful information in a clear and understandable manner?

A. Excellent	→	(49.84%)	155
B. Good	→	(46.62%)	145
C. Fair	→	(3.54%)	11
D. Poor	→	(0%)	0

How would you rate the module's ability to provide information which will help you service your customers more effectively?

A. Excellent	→	(48.55%)	151
B. Good	→	(47.91%)	149
C. Fair	→	(3.54%)	11
D. Poor	→	(0%)	0