

Pacific HPBA REGION TEN

Hearth, Patio & Barbecue Association
CALIFORNIA, NEVADA & HAWAII

News

JANUARY 2005

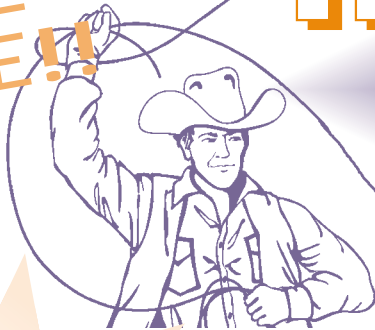
Huge Member Benefit coming this summer!!

On the horizon after the Atlanta EXPO, is our very own Pacific Dealer Round Up. Manufacturers from all over the country are lining up to show you their newest products and make last minute deals during the exposition and education days being planned. You have plenty of time to schedule this event for you and your employees. Best yet? Bring the family, and enjoy the many vacation activities available in Southern California.

SAVE
THE
DATE!!

PACIFIC DEALER ROUND-UP

JULY 31, AUGUST 1 & 2



Ontario Convention Center • Ontario, CA
(just blocks from the airport & from the 10 Freeway!)

INDOOR AND OUTDOOR DISPLAYS
EVERY HEARTH, PATIO AND BARBECUE
PROFESSIONAL IS INVITED TO ATTEND.

Every registrant
will be entered
to win a
fabulous weekend
getaway!

SUNDAY:

Golf at Empire Lakes Golf Course – 10am tee time!
or 2-hour NFI Review sessions with exams
(for those people who wish to re-certify).

MONDAY & TUESDAY:

- Industry experts on subjects to help your bottom line
- Hands on technical training
- 6-hour NFI review courses and exams
- Manufacturer merchandise booths & outdoor burn displays
- BBQ cook offs each day

**DON'T MISS THIS PACIFIC REGION
EXPOSITION, EDUCATION,
AND CERTIFICATION EVENT!
PLAN NOW TO ATTEND...
PLAN FOR YOU, YOUR EMPLOYEES
AND INSTALLERS TO ATTEND.**

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& Business
Trends*

2005 AFFILIATE BOARD OF DIRECTORS

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JOINT AFFILIATE BOARD MEETING HELD AT MORRO BAY FOR SECOND YEAR

Nearly all of the directors from both Region Ten boards held a 2-day meeting toward the end of summer to discuss the 2005 goals, activities, and services to HPBA members in California, Nevada, and Hawaii. As last year, it began with a small friendly game of golf the day prior. But the serious work began the next morning when those present knuckled down and examined ways to work with tight budgets and an expanding wish list. A big portion of the meeting was devoted to the many government relations subjects important to our members' businesses.

REGION TEN'S REPRESENTATIVE TO HPBA NATIONAL BOARD



WES DAWES

AFFILIATE EXECUTIVE DIRECTOR



PATRICIA ROSENGREN

AFFILIATE ADMINISTRATOR



KELLEY ESPINOSA

HEARTH, PATIO & BARBECUE ASSOCIATION - PACIFIC

2304 Huntington Drive, #218, San Marino, CA 91108

Tel: 626-237-1200 • 888-332-2472 or 888-8STOVES • Fax: 626-237-0721 • E-mail: info@hpbapacific.org

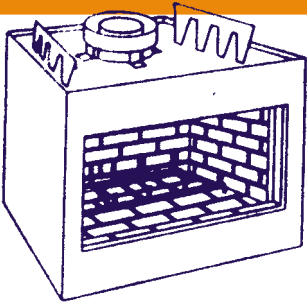
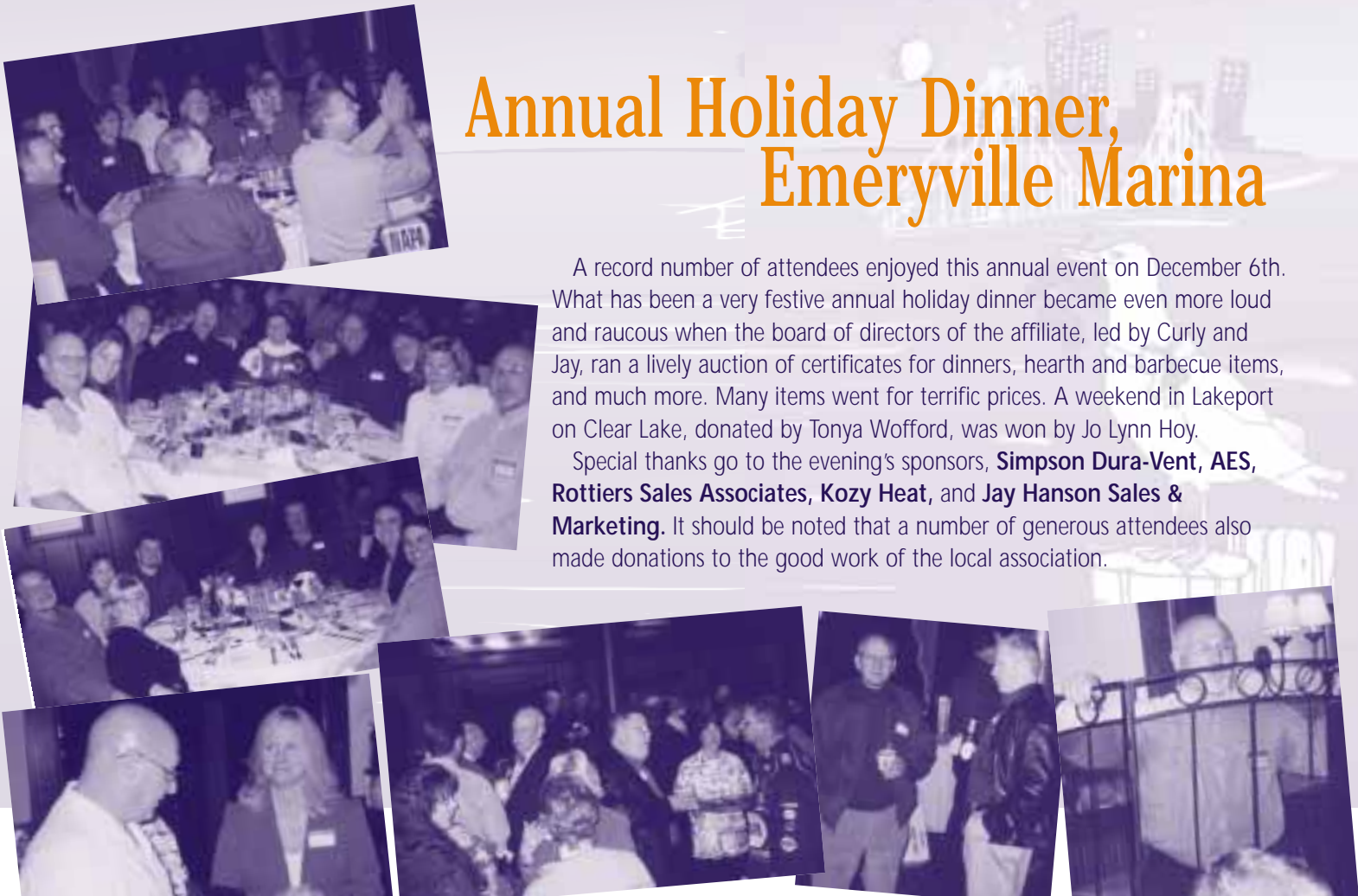
This is a regional newsletter for the members of HPBA whose businesses are in Northern and Southern California, Nevada and Hawaii, otherwise known as Region Ten. There are two affiliate organizations within Region Ten with two boards made up of industry members who volunteer their time to plan and carry out programs and benefits for you. While our local markets may be slightly different, we share much in common and your boards exist to serve the needs and interests of the HPBA members in our three states. Whatever this association can do to help your business, that's where our focus will be.



Annual Holiday Dinner, Emeryville Marina

A record number of attendees enjoyed this annual event on December 6th. What has been a very festive annual holiday dinner became even more loud and raucous when the board of directors of the affiliate, led by Curly and Jay, ran a lively auction of certificates for dinners, hearth and barbecue items, and much more. Many items went for terrific prices. A weekend in Lakeport on Clear Lake, donated by Tonya Wofford, was won by Jo Lynn Hoy.

Special thanks go to the evening's sponsors, **Simpson Dura-Vent, AES, Rottiers Sales Associates, Kozy Heat, and Jay Hanson Sales & Marketing.** It should be noted that a number of generous attendees also made donations to the good work of the local association.



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HPBA-Pacific, South 2004 Member

FREE CONSUMER STUDY AVAILABLE TO MEMBERS

Want to better understand the hearth consumer? There is a study available to you which holds valuable motivations and the purchase intentions of your potential customers. Smart dealers will put the information to work in their communication and overall marketing to the consumer. Call the affiliate office at 888-3332-2472 or e-mail your request to info@hpbapacific.org.

EDUCATION FOUNDATION UPDATES NAME

The HEARTH Board of Governors has officially changed their name to the Hearth, Patio & Barbecue Education Foundation to more accurately reflect the programs developed and delivered for the members of the association.



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AND REPLACEMENT MESH ALONG WITH THESE
OUTSTANDING PRODUCT LINES:*

Portland Willamette
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INFO THAT COULD BE IMPORTANT TO YOUR BUSINESS

General Gems

- *BusinessWeek* reports that some manufacturers and many retailers in the U.S. and Canada will not be ready to switch to the new 13-digit barcodes when they become effective on January 1, 2005. This necessitates rewriting software for tracking sales data, orders and keeping track of inventory. Failure to update all that software will cause disruption in many supply chains. UPDATE NOW!
- In late September, the California Air Resources Board (CARB) unanimously approved sweeping regulation that many have called the world's most stringent clean air rules toward curbing auto emissions.
- Diesel truck drivers will have to limit idling to five minutes beginning next year...though it exempts mandatory rest periods taken in sleeper berths.
- You may have already signed a contract granting your cell phone provider the right to put your name and number in a cell phone directory. Check the fine print. Remember, all tele-marketing call will be using your minutes.
- Customization will increasingly be the rule for many consumer products...good news for specialty retailers. Consumers will begin to demand custom-built TVs, bikes, and many other products created for specific desires or uses. Just think of the possibilities!
- New RV purchases continue to rise by 8-10% each of the next several years. Aging baby boomers lead the trend, but those in their thirties are also choosing RVs for more flexibility in travel.

Personnel Pointers

- Get good legal advice when refusing to hire or promote someone because of what you believe to be their "overqualified" status. With more workers planning to work beyond retirement age, some feel age and gender discrimination claims will grow.
- Employee perks are back with many wise employers giving employees more time off, letting them relax in quiet rooms and offering various helpful services, such as dry-cleaning pick up and delivery at work. Try it.
- For the 4th year in a row, employers have endured double digit health insurance premium increases. They rose five times the rate of inflation. As they approach the gross earnings of a full time minimum wage worker, the industry and its members seek a reasonable answer. Please contact your Senator today and urge them to pass S 545, the Small Business Health Fairness Act...visit www.capitolconnect.com/hpba then click on current issues.
- Want to stay motivated? Receive a free newsletter by visiting www.kerryjohnson.com. Treat yourself to a few minutes of perspective.
- High-tech vending machines are about to open new sales channels for thousands of products. Offerings will include batteries, videos, tool sets, DVDs, CDs, cell phones, and much more. Revenue from the machines are estimated to be \$70 billion by 2010
- Medical mistakes are blamed for about 100,000 deaths every year and about 500,000 injuries, costing hospitals alone some \$30 billion.
- Sales of voice verification technology will grow 30% a year from a modest \$4 million spent last year.

**TIME IS RUNNING OUT!
Register Now for the
2005 HPBA EXPO**



Hearth, Patio & Barbecue Association

EXPO 2005

www.hpboxpo.com

FEBRUARY 23 – 26

**Georgia World Congress Center
Atlanta • Georgia**

PLAN TO ENJOY THE CAPITAL OF THE SOUTH

Exposition:

February 24 – 26

Education:

February 23 – 26

Pre-Registration Deadline:

February 14 (in order to receive your badge in the mail.)

Final pre-Registration Deadline:

February 21 (to pick up your badge on site.)

For only \$69, you may also purchase an Education Passport allowing entry into dozens of valuable sessions delivered by industry experts. Get your required CEUs...Get Smarter!!



NEW AT THE EXPO!



Take advantage of hands-on training on the show floor. Whether you are in sales, store management, customer service, or installation, **HHOT** offers each person the intense learning experience that only hands-on can give. Everyone from new hires to experienced professionals can learn something new **AND** gain important NFI CEUs. Over 20 different hands-on activities to choose from!

**Register on-line at
www.hpboxpo.com...
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Hotel rooms are going fast!

You are invited to THE WESTERN STATES RECEPTION

**HYATT REGENCY, ATLANTA
5 pm to 8 pm**

Join hundreds of other industry professionals from 9 western states in an evening of camaraderie, cocktails, and munchies the night before the show opens.

Another enticement?? **It's FREE!**



Annual HPBA PACIFIC-SOUTH Membership Meeting Golf & Dinner Cruise

The full moon offered a shimmering reflection on the wavy Newport Bay. The temperature was so perfect on this early fall evening that many attendees to the annual affiliate general membership meeting... a day of golf followed by an elegant dinner cruise... left their sweaters back on the mainland.

The 2004 affiliate event was popular as ever with nearly 70 industry members gathering for great food and friendly relaxation on The Athena. A buffet that included everything from succulent Prime Rib to decadent desserts tempted many to make second and third visits.

New this year was a raffle that gathered eager participants due to desirable drawing items, which included coupons from Gap and favorite eateries all the way up to golf and dinner packages and cash.

Guests from the national association were board chairman John Adams and staffer Don Kaiser.

The big winner in the best ball golf tournament at the San Joaquin Golf Course tourney was Mike Waller from the R. H. Peterson Company. He took home the "coveted" two-foot tall trophy, sometimes referred to as "the burden". Tradition dictates that the holder of the trophy must add some accessory to the statue before passing it on to the next lucky winner the following year.

Extra thanks go to sponsors for the evening, **Lennox Hearth Products** and **R. H. Peterson Company**. The golf sponsors were **Aero General Insurance** (Hole-in-One), **Regency, Firelight Distributors**, and **A & L Manufacturing**.

While there are many wonderful sites for this annual friend-fest, all seem to love the Newport venue and beg for repetition the following year.



Hearth, Patio & Barbecue Association

California, Nevada & Hawaii

REGION TEN
News

2304 Huntington Dr., # 218
San Marino, CA 91108
Tel: 888-332-2472
www.hpwapacific.org

HAPPY NEW YEAR



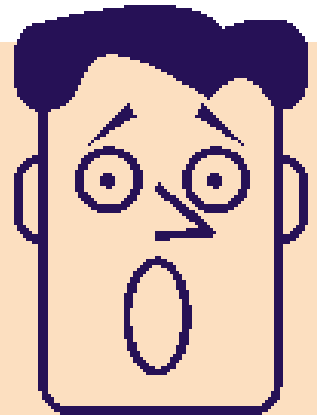
Are You NFI Certified?? Over 2100 hearth professionals are. NFI is the fastest growing technical certification in the United States. If you are certified, have you checked your CEUs? It's easy. Visit www.nficertified.org, hit the "Find your CEU totals" to learn what courses you need at this summer's Pacific Dealer Round Up or at other events held by manufacturers and distributors throughout the region. 2005 events are being firmed up, so check frequently.

Paid your 2005 HPBA dues??

"Lost" your dues invoice??

We'll fax another.

Call us: (888) 332-2472



Association members enjoy money-saving benefits!

- Members enjoy free entrance to the huge HPBA EXPO
- Members' businesses are protected through local and national legislative activities
- NFI certified members are promoted to state & local building and code officials
- Members' businesses are posted on the state and national websites
- Members take advantage of free and discounted education materials
- Members enjoy reduced fees for National Fireplace Institute® certification
- Members are offered free industry sales and consumer survey results
- Members are promoted to the home building industry
- Members enjoy links to their own websites

www.hpwapacific.org

YOU'LL WANT TO PURCHASE THESE FOR YOUR LOCAL OFFICIALS!

HEARTH Handbooks for Building

INDISPENSABLE GUIDES TO GAS AND SOLID FUEL HEARTH

These two comprehensive and convenient guides to all major hearth appliances and their venting systems, Gas Hearth Systems and Solid Fuel Hearth Systems, are packed with information that will be valuable references for all building and code officials. The handbooks organize and clarify the world of hearth products—with helpful information to the sometimes difficult to find relevant sections of the major codes.



Gas Hearth Systems

- Quick reference charts identify the sections of the National and International Fuel Gas Codes (1999-2003 editions) that apply to hearth installations
- Categories and descriptions of gas appliances by type and standards
- Categories and configurations of venting systems
- Guide to calculating combustion air needs and sources with calculation examples
- And much more!

Solid Fuel Hearth Systems

- Quick reference charts identify the sections of NFPA 211 and International Residential Code (2000-2003 editions) that apply to hearth installations
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HEARTH Handbooks for Building Officials

Item	Price	Qty.	Amount (\$)
GAS HEARTH SYSTEMS	\$49.95		
SOLID FUEL HEARTH SYSTEMS	\$49.95		
BOTH HANDBOOKS	\$89.95		
SUBTOTAL			
SHIPPING FEE			\$8.00
TOTAL			

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UPDATE ON STATE GOVERNMENT ISSUES OF IMPORTANCE TO THE HEARTH PATIO AND BARBECUE ASSOCIATION

With the New Year upon us, it is looking likely that 2005 could be a pivotal year for the Hearth, Patio and Barbecue Association in California. In recent months, we have spent much time and effort educating California policymakers, including legislators and state government officials, about the energy and clean-air benefits of natural gas fireplace inserts and wood and pellet stoves.

On the air quality front, our efforts have reaped what we hope is a dividend. We have garnered the interest of a San Joaquin Valley air quality coalition, which has expressed interest in studying the clean air benefits of swapping non-EPA certified stoves, and standard fireplaces for EPA certified woodburning stoves and pellet stoves. It is our hope that such a study will buttress the arguments that we, and HPBA, have made to local governments and air districts to treat clean burning hearth products as part of the solution for cleaning up our air, rather than the outright banning of residential woodburning.

As for energy efficiency, the California Energy Commission (CEC) will soon start the process to adopt the 2008, Title 24 building standards for new residential construction. It is our goal to use the Title 24 building standards to provide incentive to home builders to include products manufactured, distributed and sold by HPBA members in new home construction. The 2008 standards process will kick off in early 2005 with a public request for ideas to be considered by the CEC for the 2008 standards. We have already met with key CEC officials to learn more about the Title 24 process and how HPBA and products sold by HPBA can be part of the code adoption cycle. Additional meetings are scheduled in January of 2005 and will include staff from national HPBA.

Finally, the 2005-06 legislative session will commence January 3. Due to legislative term limits, there will be many new faces in the California Legislature. We are already meeting with these newly-elected legislators and are looking for opportunities to advance HPBA's goals with the Legislature.

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