

PACIFIC DEALER ROUND-UP June 16-17-18 Sacramento, CA
3 days packed with fun, new products, certification, and inspiration!

Be informed!

Check out state-of-the-art products in the Indoor Display Hall as well as Outdoor Burn Area.

Be social!

Join the gang for the beer bash and live music!

Be certified!

2 full days of NFI certification reviews & exams.



Be educated!

Seminars cover topics you need to be competitive.

Exhibitors (at press time)

Associated Energy Systems
 Archgard Fireplace Products
 Canyon Fireplace
 DESA
 Fireplace Products International
 Hearth and Home
 Kozy Heat Fireplaces
 Lennox

Lucky Distributing
 McNeely Yuill Corp/ Vermont Castings
 Rasmussen
 Robert H. Peterson
 Saver Systems
 Simpson Dura-Vent
 Sierra Marketing Associates
 Valor

West End Brick N'Fire
 Beachcomber Hot Tubs
 Aero General Insurance
 Trevi
 Minden Grill Company
 Napoleon Products
 Woodmaster Furnaces

BEER BASH 2008!

Music by: *Stillwater*

sponsored by:



Hours of music & fine beer!
 When you register, don't forget to buy your raffle tickets to be eligible to win one of these GREAT prizes...!

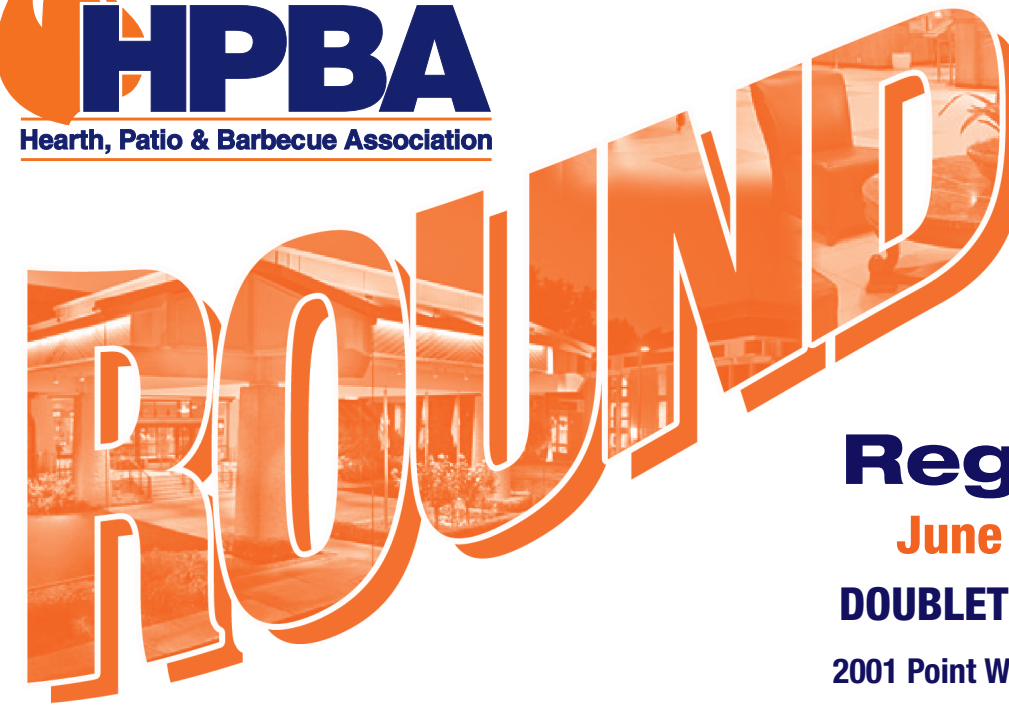
- WIN!!!**
- The grand prize... this is one HOT grill!!!
- A FIREMAGIC BBQ!! Valued at nearly \$6,000
- 1 - year membership in HPBA
- A free NFI Gas or Wood manual and test
- A Ducane Grill
- A 42" LCD/HD TV



Dealer



Hearth, Patio & Barbecue Association



Register Now

June 16, 17 & 18, 2008

DOUBLETREE • SACRAMENTO, CA

2001 Point West Way • Sacramento, CA 95815

Don't miss...

**Your 2008 Regional Education & NFI Certification Events!
 PLUS, Burning Product Displays and Business Sessions**



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

**PLAN TO
 ATTEND THE
 JUNE
 ROUND UP!**

Bring your employees and installers to the Dealer Round Up Education Seminars:

FREE to all HPBA Pacific and CSIA members
Not a member? See * box at bottom of page.

Monday June 16

8:00 am – 5:00 pm **NFI Certification Full 6-hour Gas Review & Exam** (Lunch Break 12:00 – 1:00 pm)
8:00 am – 6:00 pm Move in & set up, indoor and outdoor booths. Registration open for all exhibitors & attendees.



NOTE: All CEUs can be applied to NFI and CSIA certification renewals.

Tuesday June 17

10:00 am – 5:00 pm **EXHIBITION HALL OPEN**

8:00 am – 9:20 am **Is a criminal working for you? Steven Austin** CEUs: 1.5 NFI
Hire and retain good and honest employees. Think you know your employees? This seminar arms you with information that could save your business from liars, cheats, and losers.

9:30 am – 10:50 am **Green Hearth Products Mean Greenbacks. Roger Sanders** CEUs: 1.5 NFI
The green movement is rapidly taking over the building industry and consumer support. 1.0 CSIA
In this session learn how being green can make your hearth sales grow. Green can turn your numbers from red to black!

11:00 am – 12:20 pm **Managing your store during an economic downturn. Tom Pugh** CEUs: 1.5 NFI
Ok, we all know the economy is handing us some challenges. Do we mope? Do we go to our fishing cabin to wait it out? Or...would you like some positive advice on using this time to gain market share?

12:30 pm – 1:50 pm **Store Layout: The eyes have it! Curly Orlando**
Even the smallest change in your store layout can improve traffic and increase sales. Learn what works...and what doesn't from a professional who has seen store sales go from blah to ballistic!

Wednesday June 18

10:00 am – 5:00 pm **EXHIBITION HALL OPEN**

8:00 am – 9:20 am **FITS Works! Janie Moseley** CEUs: 1.5 NFI
The FITS program makes running your own in-house training EASY! Better-trained employees mean better installs. This is a low-cost and convenient alternative to sending staff out of town for training. 1.0 CSIA

9:30 am – 10:50 am **Government Relations-Ruled right out of business? Steve Pulone & John Crouch** CEUs: 1.5 NFI
Do you know the latest air district rules in your city? In this session learn about what your association is doing for you and some of the local rule changes. How can you work with your air district to protect your business? 1.5 CSIA

11:00 am – 2:20 pm **Marketing Your Business- Tools and ideas that work. Pat Rosengren** CEUs: 1.5 NFI
A marketing veteran packs this session with time tested strategies for promoting your stores. Lots of low-cost and no-cost ideas! Get great publicity and help with ad design, store promotions that drive traffic.

12:30 am – 1:50 pm **How to build an outdoor room and sell one too! Fred Sheldon** CEUs: 1.5 NFI
Entertaining has moved outside! Are you selling a concept and lifestyle? Learn how to lay out the outdoor room. Accessories are plus sales, not to be overlooked. 1.5 CSIA

*** Join HPBA today and SAVE \$\$\$\$\$**
for only \$125 per store get all the benefits of partial-year membership.

Stay Ahead of Competition! Be National Fireplace Institute (NFI) certified.

Each year the number of certified professionals grows as those involved in planning and installing residential hearth appliances and venting systems realize the value in NFI credentials.

With NFI certification...

- You earn the mark of professionalism and expertise, making you the clear choice over those not certified.
- You can increase sales. Not only can you sell the product, you can also install it and service it, building customer loyalty and confidence along the way.
- You demonstrate your commitment to public safety and professionalism in the industry.
- You can feel confident that the hearth products and ventilation systems you install are functioning efficiently and properly.

2008 NFI Packages for Gas and Woodburning

The cost for any of the NFI Certification packages include:

- Current reference manual
- 6-hour review course
- 2½-hour exam
- A 2-hour review course (covers new material as well as important certification concepts)
- A 2½-hour exam

LENNOX is Round Up's NFI Sponsor



NFI Candidates strongly advised to study in advance.

Local Points of Interest: Bring The Family

OLD SACRAMENTO	6 MI	W
SACRAMENTO ZOO	7.5 MI	W
STATE CAPITAL BUILDING	5 MI	W
SUTTER'S FORT	4 MI	SW
RAGING WATERS	1 MI	W
CROCKER ART MUSEUM	7 MI	SW
RAILROAD MUSEUM	7 MI	W



Directions:

From I-80 BR, exit Arden Way, south. The Doubletree is on your immediate right. Turn right on Point West Way. Free parking available.

Hotel Choices:

Doubletree Hotel Sacramento
Special HPBA rates at our host hotel.
Phone 916-929-8855
www.sacramento.doubletree.com

Hilton
916-922-4700
2200 Harvard St. • Sacramento, CA 95815

Red Lion Inn
916-922-8041
1401 Arden Way • Sacramento, CA 95815

