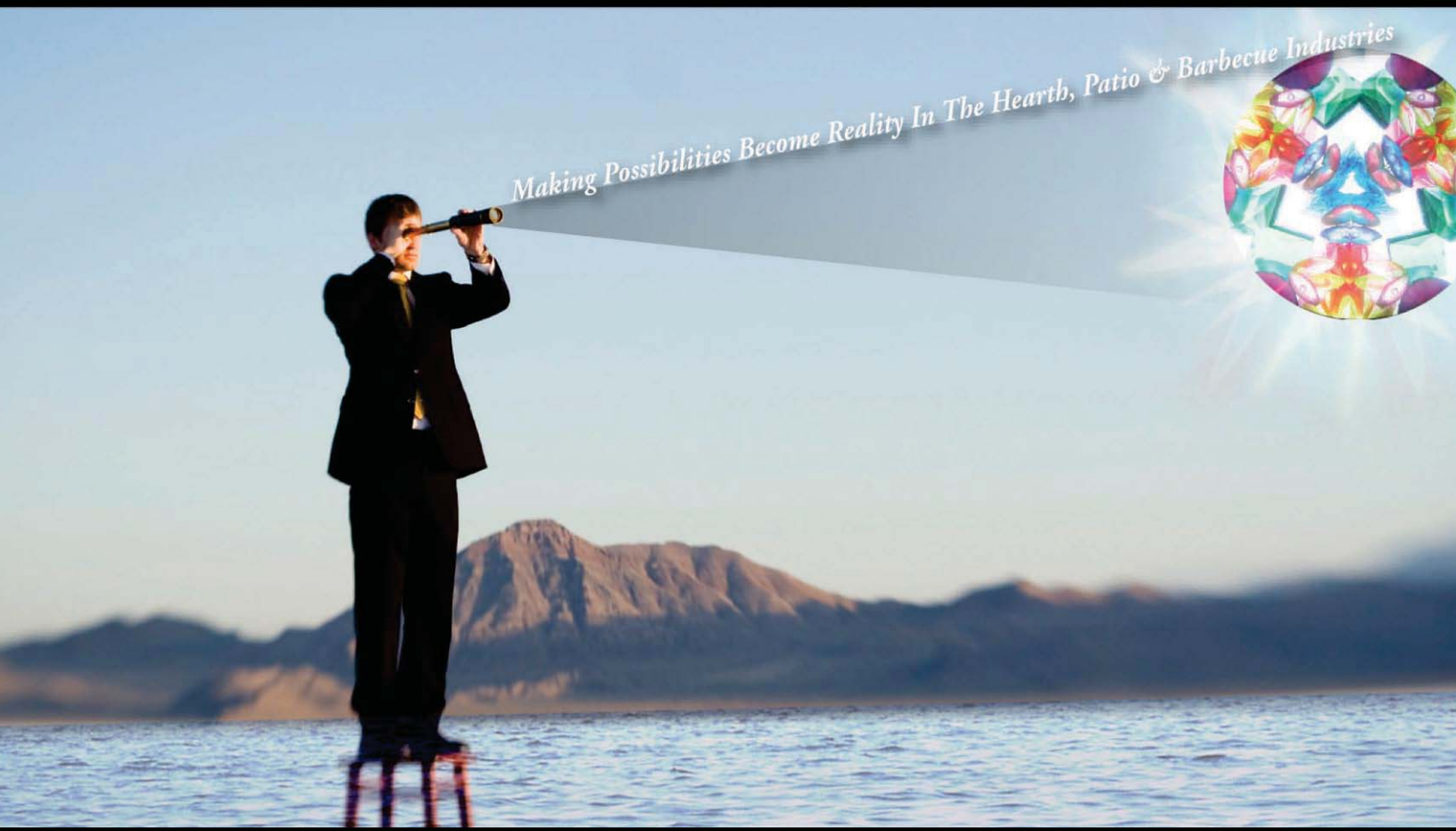


# DESTINATION: IMAGINATION



*Making Possibilities Become Reality In The Hearth, Patio & Barbecue Industries*

## NWHPBA/OHPBA Annual Conference

**Sunday, June 8 – Tuesday, June 10, 2008**

Great Wolf Lodge

Grand Mound, Washington

*Presented by:*



*Title Sponsor:*

**Hearth & Home Technologies**

# DESTINATION: IMAGINATION

By nature, human beings are explorers. For thousands of years, we've pushed beyond our boundaries, broadening our minds and imaginations with each new discovery. That same spirit of exploration is the driving force behind the NWHPBA/OHPBA 2008 Conference. Whether new to your industry on a pioneering mission, or a seasoned professional seeking to venture farther, let "Destination: Imagination" serve as your guide.

Your Conference journey will include top-notch education to help provide meaning to experience and understanding to knowledge. As imagination plays a key role in the learning process, you, your staff, and your customers will benefit from attending "Destination: Imagination's" exceptional line-up of educational sessions!

## Here are 15 reasons how...

- 1.** You will learn what it takes to be successful in a competitive environment.
- 2.** You will have the opportunity to become NFI certified and get a leg up on your competition. Wood, pellet, and gas certification review courses and exams are being offered.
- 3.** You will hear from several of the industry's key manufacturers on existing and future trends for the hearth industry and how they will affect your future.
- 4.** You will gain perspectives of several organizations and industry experts on how they view hearth appliances in green home design and construction that will impact the way hearth appliances are viewed in the future.
- 5.** You will network with numerous other industry professionals and expand your referral base.
- 6.** You will take part in thought-provoking roundtable discussions that will enhance your industry knowledge.
- 7.** You will discover what it takes to transform your store into a customer destination.
- 8.** You will learn new tools and techniques to help improve your marketing and get more sales, and what it takes to keep your customers coming back again and again.
- 9.** You will find out how critical it is to be involved in grass-roots advocacy, why it is the most effective and underutilized weapon in the government relations arsenal, and how to approach, talk to, and follow-up with your legislators.
- 10.** You will return to your job more knowledgeable about all aspects of the hearth industry – increasing the success of your company.
- 11.** Your company will expand its professional network, which leads to increased business referrals from other NWHPBA members.
- 12.** You will be more knowledgeable on the products and services available to meet your customers' specific needs.
- 13.** Your customers will benefit from your expanded network of professionals who are experts in areas in which you may need a little "extra help".
- 14.** You will meet interesting and important people in the hearth, patio, and barbecue industries.
- 15.** Most importantly, you will have fun and relax!

Can you afford not to be there? Read on for complete details on the interesting and informative sessions being offered and instructions for registering today as space is limited!



## Schedule Of Events

Sunday, June 8

All Day Optional Activities



### Tee Up With Us!

What do you get when you combine a course with a mature landscape, defined fairways, and true putting greens that will impress any player? Great golf, of course! Join your fellow hearth industry members for an afternoon of fun and fairways at the Riverside Golf Course in Chehalis. Whether you are a “pro” or a “duffer”, you will enjoy the course, as well as spending a day on the links with your golfin’ buddies. Tee times begin at 1:00 pm. Green fees - \$33.00, carts - \$12.50. To reserve your spot in a foursome, contact Terry McCartney of Everwarm Hearth & Home at (360) 452-3366.

### Get Wild And Wet!

What could be more “outside the box” than a 78,000 square foot indoor water park with 11 water slides, a giant wave pool, 6 swimming and activity pools, and a 30 person hot tub, just to name a few exciting amenities of the Great Wolf Lodge’s indoor entertainment area? Giving new meaning to the term “year-round family resorts”, Great Wolf Lodge defies the weather outside with an indoor water park experience that has young and old soaking in the fun! All “Destination: Imagination” attendees staying at the Lodge receive water park access.



### Pamper Yourself.

From massage services to nail treatments and facials, the Great Wolf Lodge offers a quiet and relaxing retreat in its very own AVEDA concept spa – Elements. With its 11 treatment rooms with more than a dozen massage selections, you don’t want to miss this opportunity to restore your sense of balance and well being. To make your appointment, call (360) 347-0020.

### Shop ‘Til You Drop.

Visit the Northwest’s original outlet shopping destination – the Centralia Factory Outlets – just a few minutes south of our Conference site. With more than 25 stores – from Pfaltzgraff to Polo Ralph Lauren – shoppers will find a large and diverse collection of designer brands.

### Tour Washington’s State Capitol.

Completed in 1928, Washington’s capitol building is the last great domed building to be built in the United States. Lavishly surrounded by gardens, memorials, and a fountain patterned after the Tivoli Fountain in Copenhagen, Denmark, visitors will find themselves immersed in the history of the building at every turn. Tours are free of charge and provided every hour between 10:00 am and 3:00 pm, Monday through Sunday. For a map and more details, visit [www.ga.wa.gov/visitor](http://www.ga.wa.gov/visitor) or call (360) 902-8880.



### For More Information On Area Activities, Contact:

Olympia-Lacey-Tumwater Visitors & Convention Bureau – (877) 704-7500  
Centralia - Chehalis Chamber of Commerce – (360) 748-8885

## Sunday, June 8 Meetings

3:00 – 9:00 pm  
NWHPBA Board Meeting

6:00 – 10:00 pm  
OHPBA Board Meeting

# Schedule Of Events

Monday, June 9

7:30 – 8:00 am

Registration, Tabletop Displays,  
Beverage Service

**Name Badges Sponsored by Associated Energy Systems**

**Welcome Amenity Sponsored by Travis Industries**

**& Hearthworks, LLC**

8:00 – 9:30 am

NWHPBA & OHPBA Membership Meetings

9:30 – 10:00 am

Break, Tabletop Displays

10:00 am – 7:00 pm

Technical Session

**“Gas Training & NFI Certification Review”**

*What's In It For You:* For beginners or seasoned professionals, this session will brush up your fundamental knowledge for installing or planning gas hearth appliance systems. Core areas to be addressed include combustion, heat transfer, construction, safety principles, fuel delivery, appliance requirements, venting and ventilation, and troubleshooting. All major gas hearth appliances (fireplaces, gas log sets, inserts, and freestanding stoves) and venting methods (conventional, B vent, direct vent, liner systems, and vent free) will be covered. Registration fee includes the NFI Gas Hearth Systems reference manual and eligibility to sit for the NFI Certified Gas Specialist Exam to follow the review course from 5:00 – 7:00 pm. Registrations for Gas Training must be received by May 15, 2008 to insure receipt of NFI manual.

10:00 – 11:30 am

General Conference Session

**“Achieving Excellence In A  
Competitive Environment”**

*Presented by James Donaldson*

**Sponsored by Hearth & Home Technologies**

*What's In It For You:* Do you know what it takes to be successful in a competitive environment? If not, in this session you will learn from someone very familiar with competition and success – James Donaldson. After an outstanding basketball career with WSU, James went on to play professional basketball in the N.B.A. with the Seattle Supersonics, San Diego/L.A. Clippers, Dallas Mavericks, New York Knicks and Utah Jazz. James was an N.B.A. All-Star in 1988 while playing as center for the Dallas Mavericks. After a career-threatening knee injury, James established The Donaldson Clinic and is now very involved in the day to day operations of Donaldson Fitness & Physical Therapy. As James knows, the key to business success is all about people. Any organization is only as good as its people. James believes in developing relationships that create a “Win – Win” environment for everyone involved so that they can be the best that they can be! This session has been applied for 1.5 NFI CEU credits.

11:45 am – 1:00 pm

Lunch

**“Destination: State Of The Industry  
Conversation”**

**Sponsored by Northwest Distribution, Inc. & Napoleon Fireplaces**

*What's In It For You:* Several of our industry's key manufacturers will share with us their views on the existing and future trends for the hearth industry, and the myriad of factors most potentially affecting your futures. Through the eyes of Peter Jessen Hansen of Morso, Kurt Rumens of Travis Industries, and Alan Trusler of Hearth & Home Technologies, get a glimpse of where the industry might be heading and what you can do to set the course for your most desired future.

1:15 – 2:45 pm

General Conference Session

**“Welcome To Green – Defining Green And  
The Use Of Hearth Appliances In Green  
Home Design & Construction”**

*Panel Participants:* Harvey Gail – OHPBA Executive Director (Moderator), Peter Jessen Hansen – President of Morso, Roger Sanders – President of HeatGreen Council, and Tom Stroud – HPBA Senior Manager of Codes & Standards.

**Sponsored by Lightning Nuggets, Inc.**

*What's In It For You:* The “Green” movement has been around now for a couple of years. However, in the hearth business it is still relatively new. In fact, a number of organizations are just now moving toward incorporating hearth appliances in their definition of what it means to have a “green house”. In this session, you will gain perspectives of several organizations and industry experts on how they view hearth appliances in green home design and construction. This session has been applied for 1.5 NFI CEU credits.

2:45 – 3:15 pm

Ice Cream Break, Tabletop Displays

**Sponsored by Lennox Hearth Products**

3:15 – 4:45 pm

Roundtable Discussions

*What's In It For You:* A common thread of roundtable discussions is the goal of bringing new intellectual insight to the examination of issues through lively, informal exchanges. To enrich thinking and promote the flow of new ideas, this afternoon's roundtable discussions will be held on a number of thought-provoking topics including: Employment Issues, Succession Planning, Changeout Programs, Making Your Website Sizzle, and Hearth Products 101. If you have another topic that you are interested in exploring with fellow attendees, take advantage of the “Label This” table.

5:30 – 6:30 pm

Networking Reception

**Sponsored by Wing Sales**

Join industry colleagues for an hour of fun networking with ample time to catch up with your friends and meet new ones. This special event includes complimentary hors d'oeuvres and no-host beverages.

Tuesday, June 10

8:00 – 8:30 am

Registration, Tabletop Displays,  
Continental Breakfast

**Sponsored by StoneFire Design, Inc./WarmStone Fireplaces**

8:30 am – 7:00 pm

Technical Session

**“Pellet Training & NFI Certification Review”**

*What’s In It For You:* If you are involved in installing or planning pellet hearth appliance systems, this is an important session for you. Core areas to be addressed include combustion, pellet fuel characteristics and types, heat transfer, safety principles, construction, code requirements and standards, installation, electrical requirements, and draft and ventilation principles. Registration fee includes the NFI Pellet Hearth Systems reference manual and eligibility to sit for the NFI Certified Pellet Specialist Exam scheduled for the final two hours of the session (5:00 – 7:00 pm). Registrations for Pellet Training *must be received by May 15, 2008 to insure receipt of NFI manual.*

8:30 am – 7:00 pm

Technical Session

**“Wood Training & NFI Certification Review”**

*What’s In It For You:* If you are a solid fuel (except pellet) hearth product planner, technician, and/or installer, you don’t want to miss out on this Conference program that is considered the standard for all of the aforementioned occupations. In addition, the content to be covered aids in preparing individuals for the NFI Certified Woodburning Specialist Exam. Topics covered in this session include, but are not limited to: Solid fuel combustion, heat transfer, factors affecting efficiency, solid fuel appliances, codes and standards, venting systems, combustibles, chimneys, installation guidelines and troubleshooting, house pressure tests, construction fundamentals, and safety guidelines. Registration fee includes the NFI Woodburning Hearth Systems reference manual and eligibility to sit for the NFI Certified Woodburning Specialist exam to follow the review course from 5:00 – 7:00 pm. Registrations for Wood Training *must be received by May 15, 2008 to insure receipt of NFI manual.*

8:30 – 10:00 am

General Conference Session

**“Building Buzz – Transforming Your Store Into A Customer Destination”**

*Presented by Jim Kessler, XSCEND Performance Services*

*What’s In It For You:* What reasons are consumers visiting your store? Great selection? Low prices? Good service? YAWN! Join the crowd. Consumers hear that so often from so many that your message may be getting lost in the bombardment. In today’s market, the goal of every retailer should be to rise above the crowd and create the buzz on the street that your store is a must-see for every consumer. It takes more than differentiation. It takes a little

“showmanship”. In this session, the concepts behind “destination retailing” will be explored providing a suite of innovative ideas, and real-life case studies of successful “destination retailers” will be examined. Not only will more traffic be driven to your store, you will have fun in the process! This session has been applied for 1.5 NFI CEU credits.

10:00 – 10:30 am

Beverage Break, Tabletop Displays

**Sponsored by Monessen Hearth Systems**

10:30 am – Noon

General Conference Session

**“Demystifying The Legislative Process”**

*Panel Participants: John Crouch – HPBA Director of Public Affairs, Gary Smith – NWHPBA Legislative Consultant, and Steve West – OHPBA Legislative Consultant.*

**Sponsored by Archgard Fireplace Products**

*What’s In It For You:* Grassroots advocacy is one of the most effective yet underutilized weapons in the government relations arsenal. That is why you have seen Association e-mails and newsletter articles encouraging you to “get involved” in the political process. But you may ask, “What does that mean?” A huge part of that involvement means talking with your legislators, meeting with public officials, or presenting testimony at public hearings. Sound intimidating? This seminar will demystify the process and provide valuable tips on who to talk to, how to approach them, and how to follow-up. Our panelists will present real world scenarios where participants can practice being on the “hot seat” so that in “real time” you will be confident and compelling. Join us for this fun and informative seminar. This session has been applied for 1.5 NFI CEU credits.

Noon – 1:15 pm

HPBA Update Lunch

**Sponsored by FPI US, Inc.**

*What’s In It For You:* As a NWHPBA/OHPBA member, it is important to keep informed on the activities of your National Association. Following lunch you will hear from HPBA Chairman Dennis Smith and HPBA Director of Affiliate Relations & Membership Development Don Kaiser about how HPBA is working to better serve you. You will also have the opportunity to ask any questions you might have about the Association.

1:30 – 3:00 pm

General Conference Session

**“Colors, The Color Wheel, & Hearth Design”**

*Presented by Amy Tacke, Miller Paint Company*

**Sponsored by Miles Industries**

*What’s In It For You:* No one can deny choice of color is a major part of any interior design or remodeling project. After all, color sets the mood and determines if a room is in style; whether the style is modern, retro, or of a particular period. The wrong color – or the wrong complementary colors – can have a huge negative impact on interior design. Don’t make those mistakes. Amy Tacke

# Schedule Of Events

Tuesday, June 10 (continued)

will review the importance of color and will focus in particular on color in hearth design. Learn how color choice can improve both your store's displays and your work with customers. And be prepared to have fun – there will be a hands-on painting session! This session has been applied for 1.5 NFI CEU credits.

3:00 – 3:30 pm

Tabletop Displays, Specialty Break

**Sponsored by Tri-State Distributors**

3:30 – 5:00 pm

General Conference Session  
**“Marketing By Delight”**

*Presented by Bob Ingram*

*What's In It For You:* Are you interested in learning about new ways to absolutely delight your customers and increase your sales and commissions at the same time? If so, this is a “do not miss” session for you during which Bob Ingram, author of *Marketing By Delight*, will provide a powerful overview of the concepts discussed in his book. Bob will provide you with a new point of view of your role in the marketing and sales process and share with you tips on...

- Bonding with prospects and customers.
- Getting more out of each contact.
- Building a great personal image.
- Adding the missing ingredient of most marketing – a delightful experience.

This session has been applied for 1.5 NFI CEU credits.

5:00 – 6:00 pm

Reception

6:00 – 8:00 pm

**Awards Banquet**

**Sponsored by Simpson Dura-Vent**

The Northwest has been a trend setter in home remodeling and decorating for years. So it is about time we showed off our work! And what better time to applaud our peers and colleagues on their accomplishments than at our Annual Conference. Following a fabulous meal, we will pay tribute to our Northwest Hearth Design Contest category winners, as well as announce our “Best In Show” winner from the below listed categories.

- **Before And After – Fireplace**
- **Before And After – Freestanding Stove**
- **New Installation – Fireplace**
- **New Installation – Freestanding Stove**

As part of our evening together, we will also spend time remembering a great friend and business associate that we lost on February 11th – Tim Abell. Tim Abell was one of those rare people that everyone liked and he liked everyone. Those of us who knew him best will always remember his dedication, generosity, and contagious smile. Tim was passionate about his work in the hearth industry, as was displayed through his untiring service to the industry, including serving two years as NWHPBA President. Join us and members of Tim's family in a special activity to raise funds to donate in Tim's memory to the Firs Bible & Missionary Conference Center.

And, to close our two spectacular days of broadening our minds and imaginations, a unique “Time Capsule” slide show will be presented freezing and capturing in time many spectacular and memorable Conference moments. Who knows, you just may see yourself on the “Big Screen”.

## Conference Details

Official Conference Hotel

The Great Wolf Lodge is the official hotel for the Conference. From the moment you enter the Lodge's soaring lobby and find yourself surrounded in a north woods theme, you will know you have escaped from the ordinary. With the Lodge providing all suite accommodations, each suite includes a pullout sofa sleeper, refrigerator, microwave, ironing board, hair-dryer, in-room safe, coffee maker, and wireless high-speed Internet.

**To make guest room reservations** at the Great Wolf Lodge and receive the Conference group rate of \$109 plus tax, please contact the Lodge directly at (800) 640-9653. **Be sure to tell the reservationist that you are with the NWHPBA/OHPBA Conference and provide them with our group code - 0806NWHE. Reservations must be made by Thursday, May 8, 2008.**

Great Wolf Lodge  
20500 Old Highway 99  
Grand Mound, WA 98531  
Phone: (360) 273-7718

Directions To The Great Wolf Lodge

Directions from Seattle/Olympia

Take I-5 south to Exit 88 (Hwy. 12)

Go west to first stoplight and turn left (south) onto Old Hwy 99.

Continue south for approximately 1/3 mile and the Lodge will be on the left.

Directions from Portland/Centralia

Take I-5 north to Exit 88-B (Hwy. 12)

Go west to first stoplight and turn left (south) onto Old Hwy 99.

Continue south for approximately 1/3 mile and the Lodge will be on the left.

## NWHPBA's/OHPBA's "Destination: Imagination" Conference June 8 - 10, 2008 • Great Wolf Lodge • Grand Mound, WA Registration Form

**Two Easy Ways to Register:**

- Fax completed form(s) with credit card payment to: **(425) 771-9588**. Fax line is open 24 hours a day.
- Mail completed form(s) with payment to: **NWHPBA, PO Box 2016, Edmonds, WA 98020-9516**.

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (        ) \_\_\_\_\_ Fax: (        ) \_\_\_\_\_ E-mail: \_\_\_\_\_

Association Affiliation (if applicable):     NWHPBA         OHPBA        (Membership is subject to verification.)

**Regular Registration:** *(Includes all General Conference Sessions on Monday and Tuesday, 2 breakfasts, 2 lunches, Monday reception, Tuesday dinner, and breaks. Sponsors to specify member(s) to receive complimentary registration(s), if applicable.)*

- 1st Member - \$165.00    • Additional Member Registrants - \$145.00    • Non Member - \$250.00

**One Day Regular Registration:** *(Includes choice of General Conference Sessions on Monday or Tuesday, 1 breakfast, 1 lunch, Monday reception [if Monday registration], Tuesday dinner [if Tuesday registration] and breaks. Specify "M" = Monday or "T" = Tuesday in "Day Selection" field below.)*

- Member/Monday \$95.00    • Member/Tuesday \$75.00    • Non Member - \$150.00 (Monday or Tuesday)

**Gas, Pellet, Wood Seminar Registration\*:** *(Includes seminar, 1 breakfast, 1 lunch, breaks, and eligibility to sit for the respective NFI Specialist Exam. Specify "G" = Gas, "P" = Pellet, and/or "W" = Wood in "Seminar" field below.)*

- Member - \$290.00 each seminar    • Non Member - \$390.00 each seminar

**Registrations must be received by May 15, 2008 to insure receipt of NFI manual.**

**Monday Reception Additional Tickets:**

- Member - \$25.00    • Non Member - \$50.00

**Tuesday Dinner Additional Tickets:**

- Member - \$50.00    • Children under 12 - \$20.00    • Non Member - \$75.00

**Tabletop Displays** *(Displayers must purchase a Regular Registration for all tabletop personnel.):*

- 6' Tabletop - \$350.00    • Additional 6' Tabletops - \$150.00 each

\* Member rate extended to family and guests of members.

Name	Regular Reg.	One-Day Reg.	Day (M or T)	NFI Seminar	Specify G, P, &/Or W	Reception Extra Tickets	Dinner Extra Tickets	Total
1. _____	\$ _____	\$ _____	_____	\$ _____	_____	\$ _____	\$ _____	\$ _____
2. _____	\$ _____	\$ _____	_____	\$ _____	_____	\$ _____	\$ _____	\$ _____
3. _____	\$ _____	\$ _____	_____	\$ _____	_____	\$ _____	\$ _____	\$ _____
4. _____	\$ _____	\$ _____	_____	\$ _____	_____	\$ _____	\$ _____	\$ _____

*(If you have additional registrants, please feel free to copy this form.)*

Subtotal: \$ \_\_\_\_\_

Tabletop(s): \$ \_\_\_\_\_

**TOTAL:** \$ \_\_\_\_\_

Enclosed is my check for the specified amount or charge the amount to my     Visa         Mastercard

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Cancellations received on or before Monday, June 2, 2008 will receive a full refund. Cancellations received after Monday, June 2, 2008 are not eligible for a refund. Telephone reservations are considered confirmed and will be billed in the event of a "no show".

# Thank You to Our Sponsors!

## Title Sponsor

Hearth & Home Technologies

### Welcome Amenity

Travis Industries  
Hearthworks, LLC

### Name Badges

Associated Energy Systems

### Monday Lunch

Northwest Distribution, Inc.  
Napoleon Fireplaces

### Monday Ice Cream Break

Lennox Hearth Products

### Monday Reception

Wing Sales

### Tuesday Continental Breakfast

StoneFire Design, Inc. /  
WarmStone Fireplaces

### Tuesday Coffee Service

Monessen Hearth Systems

### Tuesday Lunch

FPI US, Inc.

### Tuesday Specialty Break

Tri-State Distributors

### Tuesday Awards Dinner

Simpson Dura-Vent

### Educational Sessions

Archgard Fireplace Products  
Hearth & Home Technologies  
Lightning Nuggets, Inc.  
Miles Industries

# DESTINATION: IMAGINATION



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