HPBA Hearth, Patio & Barbecue Association

# HOTNEWS

a monthly newsletter for HPBA members

HPBA Homepage

HPBExpo

HPB Education Foundation

Pellet Fuels Institute

NFI

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## HPBA Manufacturer Product Sections

At the October 18th meeting of the HPBA Board of Directors, the staff made a presentation describing the concept of segmenting the manufacturer membership into product-specific sections. Creating sections would allow for decisions on promoting and protecting a specific product to be made by those members who actually make the product. Currently, projects undertaken by the association must be approved by a committee, such as communications or government affairs, or the Board. In each, many of those members approving the project may not manufacture the products involved. The goal is that each section will meet at least two times per year (outside of HPBExpo).

The Board voted to approve implementation of the sections model beginning in 2013 with the first three sections being:

1. Barbecues (grills and smokers)/Accessories
2. Wood and Pellet Appliances
3. Gas Appliances (but not gas logs)

Additional sections are planned for 2014.

- *What does this mean for you?* Each member manufacturer will be included in every section for which it makes products. The section will give members a forum to work with peers to protect and increase their markets, such as by increasing consumer awareness. Each section will be actively led by both a section-appointed chairman and a dedicated HPBA staff member.
- *Does it cost more money?* Being a part of a section will only cost additional money if the section votes to fund a particular program (existing government affairs assessment programs will continue as is in 2013).

We will provide more information on the reorganization as the program is implemented in 2013 and expanded in 2014.

## HPBA Offers AFUE Test Method Workshop

HPBA is hosting a comprehensive workshop to delve deeper into DOE's annual fuel utilization efficiency (AFUE) testing standards for gas hearth products. The one-day program is aimed at

assisting manufacturers with testing issues that they may encounter with DOE's new, higher heating efficiency standards for heater-rated gas appliances, slated to take effect on April 16, 2013.

This workshop will take place on Wednesday, December 12th, in Phoenix at the law offices of Polsinelli & Shughart. Bob Ferguson, of Ferguson & Andors, will facilitate the in-depth program.

As this will be a very frank and detailed technical discussion of testing procedures, it is important that a member of your technical team attends. For more information on the workshop, please contact John Crouch, crouch@hpba.org, and, if you plan to attend, please RSVP to Rachel Feinstein, feinstein@hpba.org, with "DOE RSVP" in the subject line.

## States Offer Major New Proposals for the Wood Heater NSPS

At the National Educational Forum on the Residential Wood Heater NSPS, which took place on November 8th and 9th in Minneapolis, a number of state air officials surprised HPBA with a series of new proposals for EPA and the NSPS.

The five regional air pollution control agency associations hosting the forum had invited a small delegation from HPBA to attend. At the forum, the state officials proposed that all products be grouped into just three categories, and that each category have three "bins," or level of standards, with one bin being an "alternative" or non-regulatory standard that would be used for changeouts, tax credits or other incentive-type programs. In the proposal, the categories group appliances together that our industry would never consider similar, such as (i) pellet stoves and wood stoves and (ii) warm air furnaces and hydronic heaters. In addition to very aggressive particulate standards limits, the states also proposed mandatory carbon monoxide standards for each category/bin, and mandatory efficiency standards for all appliances that would initially range from 70 percent, and ultimately rise to 75 percent.

The representatives of EPA, who attended the meeting as observers, indicated that they were considering additions to the first draft of the NSPS proposal and hoped to send it to the Office of Management & Budget (OMB) "early in 2013." The proposal may be sent out for public comment in the spring or summer of 2013. HPBA provided an update on the conference proceedings to manufacturers and affiliate representatives on a November 16th conference call. For more information on this issue, contact John Crouch at crouch@hpba.org.

## 2013 Barbecue Industry Leadership Award

HPBA and *Casual Living* magazine are accepting nominees for the 2013 Donna H. Myers Barbecue Leadership Award. This award will be presented at the 2013 HPBExpo in Orlando during the Tailgate event on Thursday, March 14th. Nominees should have demonstrated the following qualities:

- Innovative leadership qualities that have been central to the growth of the industry and their company

- Unwavering commitment to the barbecue industry
- Help to promote the barbecue category to consumers and media
- Distinguished professional achievement
- Distinguished leadership within his/her company and within the barbecue industry
- Distinguished service to his/her community
- Team leader respected by teammates
- Problem Solver

Please send nominations to Norman Hamilton at *Casual Living*, nhamilton@casualliving.com.

## Barbecue Manufacturers Caucus Meeting

HPBA's Barbecue Manufacturers Caucus will meet in Orlando during HPBExpo on Wednesday, March 13th, for a breakfast meeting from 7:30am to 9:30am. All manufacturers of grills, smokers and barbecue accessories are encouraged to attend this meeting to learn more about HPBA's new "sections" organization and what it means for grill and accessory manufacturers. The meeting agenda, sign-up form and details will be sent to all manufacturers after the holidays.

## HearthMasters Needs Volunteers

HPBA runs an organization for people who have been in the industry for at least twenty years – both active and retired. The group is focused on maintaining old contacts and other activities of interest – possibly including working with HPBA's Young Guns, the people at the other end of the spectrum. HearthMasters is currently looking for volunteers to its Steering Committee to help develop new ideas for the group. The time commitment is minimal – we are looking for people with ideas! Please contact Debbie Scerbo at scerbo@hpba.org if you are interested.

## Department Activities

### *Communications*

HPBA's Glass Safety Campaign that kicked off in October in conjunction with National Fire Prevention Week has garnered impressive results. The coverage from print, radio, television and online media has generated more than 96.5 million media impressions. The campaign's highlights include 21 radio interviews, a print and online story in *USA Today*, a broadcast story by the Weather Channel, a KSTP television interview in Minneapolis with HPBA Chairman Rodger Holland and screen manufacturer Reed Gnos from Quanax, and excellent online pick up of the news release. Retailers and manufacturers of glass-fronted fireplaces, inserts and stoves are urged to use the safety materials on HPBA's safety website, www.safefireplacetips.com.

### *HPBEF*

From around the country, we're hearing very optimistic reports from retailers about their businesses and that is good news for everyone. If you're looking to hire new employees to handle the

increase in business, the Hearth, Patio & Barbecue Education Foundation (HPBEF) has the training materials for you. The following are available in printed form or as an online class:
*Hearth 101 Introduction to Hearth Systems*
*Using Hearth 101 for Sales and Customer Service*
*Fireplace Installer Training System –FITS*
*Hiring and Retaining Exceptional Employees*

And, in print only, HPBEF has:
*Professional Service Is Profitable*
*NFI Reference Manuals" in woodburning, gas or pellet*
*Hearth Handbooks for Building Officials" in solid fuel or gas*

HE@RTH Online Training now has over 150 different classes that are available any time – day or night. For complete information, go to: http://www.heartheducation.org or call (703) 524-8030.

### *Membership*

Thank you to the many members who have already renewed their membership for 2013! As we get closer to the new year, an exciting new project will soon be unveiled. Later this month, HPBA will implement a brand new management system that will both improve our internal work efficiency as well as bring you additional benefits and convenience through a new member-only web portal. While there will be no disruption in services to you during this implementation, please bear with us as we make the transition and work out any kinks. Details on the website will be sent after it goes live.

**Preferred Business Partner* Spotlight – MMIC**

It could be time to renew your company or family health insurance plan. Mass Marketing Insurance Consultants, Inc. (MMIC) offers HPBA members a wide variety of benefits. One of your association benefits is the ability to obtain a free, no-cost, no-obligation individual or group health insurance quote. Most health insurance plans renew in the first quarter of each year. If your health insurance plan is renewing, this is an excellent opportunity to obtain alternative health insurance quotes to compare to your current carrier's renewal. MMIC, an HPBA-endorsed service, has contracted nationally with a number of health insurance companies to provide a wide variety of benefits for your review.

If you wish to obtain a health insurance quote to cover yourself and your family, or a small group health insurance quote to cover employees, please visit our website at www.mmicinsurance.com/HPBA to complete a proposal request form. MMIC receives the form, and based upon your needs, location, and number of employees, it selects a few insurance options based on your company's needs. Within 24 hours, MMIC evaluates and negotiates with the companies to tailor a plan that best fits your needs and sends you the proposal with the rates and benefit comparisons.

If you do not wish to obtain a health insurance quote or purchase health insurance, your association membership allows you to obtain a free discount pharmacy card. Sign up now and start

saving 10 to 60 percent on your prescription medications today! You do not have to request a quote or purchase insurance to get this free benefit. Visit www.mmicinsurance.com/HPBA.

If you have any questions, please call Mass Marketing Insurance Consultants, Inc. toll-free at (800)349-1039 or via e-mail at mmic@mmicinsurance.com.

The money you can save by being a member and using our programs makes membership profitable. We are also constantly looking to improve these offerings and we value your input. Please send any ideas or suggestions to Jamie Beaulieu at beaulieu@hpba.org.

*You can view the full list of HPBA preferred business partners at: http://www.hpba.org/members/member-benefits. Also, look for the **Member Benefits Pavilion** at HPBExpo 2013 – it will be adjacent to the Membership Services Booth on the show floor.

### *NFI*

Marketing is the key to maximizing your NFI certification, and NFI has the tools to help you – and they're on sale now. Go to www.nficertified.org, click on the Industry Professional page, then on the NFI Store. Select all the marketing tools you need, and when you are ready to check out, enter *NFI2012* in the Promotion Code box. You'll receive 20% off your entire order! NFI marketing materials include: NFI patches, 4" x 5" NFI window decals, 10" x 18" NFI window decals, "Why Hire NFI Specialists" brochures, "Play It Safe" brochures, "Market Your NFI Status" brochures, NFI baseball caps, and a select number of NFI tee shirts.

### *Statistics*

- The 3rd quarter Hearth Quarterly Survey results have been distributed to participating manufacturers.
- The 2012 Barbecue and Charcoal shipment results have been distributed to participating firms (only participating companies receive the detailed analysis of grill and smoker shipment data). The top-of-the-line statistics will be posted on the website later this month.
- The Statistics Department's economic trends report, *The U.S. Economy, Housing, and Remodeling*, was distributed to member main contacts earlier this week. If you did not receive a copy, please contact Don Johnson, johnson@hpba.org.

### *HPBExpo Report*

**Innovations & Ideas for Indoor-Outdoor Living**
**Orlando, Florida - March 13 - 16, 2013**
www.hpbexpo.com

**HPBExpo Registration Brochure.** The complete HPBExpo registration brochure – jam-packed with highlights and details on the upcoming Expo – will be mailed early this month. Even if you have already registered, be sure to check it out for new show information, special events and more. Also, don't forget to take advantage of the online registration dashboard features, such as

mySchedule, myExhibitors, Buyer Connect, setting up in-booth appointments with exhibitors prior to the show, invite a colleague and more. Once you have completed your initial registration, you will have access to your dashboard at any time with the email and password used when you registered. For registration questions and information, please contact Rachel Pratt, pratt@hpba.org.

**HPBExpo Hotel Accommodations.** HPBExpo hotel reservations, airline flights and car rentals can be completed quickly and easily on line at http://www.hpbexpo.com/housing-reservations/. HPBA's partner, onPeak, is the official housing partner – do not be fooled by other travel companies claiming to be HPBA's official housing service. There are many advantages to using HPBA's housing partner. Through onPeak, HPBA is able to secure the lowest rates, best hotels and the most (complimentary) amenities during your stay in Orlando, exclusively to HPBExpo travelers. Exhibitors booking through onPeak are even eligible for additional priority points for the 2014 Priority Booth Selection.

**HPBExpo Education Program.** Check out the educational sessions that will strengthen your business and keep you on a competitive edge. The program is generously sponsored by long-time Expo supporter and exhibitor, ICC-RSF. Expo Education will again offer Three-Day and One-Day Education Passports. Click here for more information and the complete course schedule.

**Entertainment and Fun at HPBExpo 2013 – The second annual Outdoor Burn Tailgate & Big Green Egg Cook-off Competition.** Remember the packed aisles at the Atlanta Expo's Tailgate? We're doing it again in Orlando and the city's team mascots will add to the fun. Be sure to wear your team jersey, enjoy a beer at the sports bar while watching the college basketball championship games broadcast live throughout the show schedule and sample the savory offerings from participating exhibitors. Local celebrity chefs will vie for the top honors in the EGGstravaganza cook-off sponsored by Big Green Egg. And, you can check out the latest tailgating gear in the Tailgate Pavilion sponsored by *Tailgater Monthly*. During this outdoor event, the Donna H. Meyers Barbecue Leadership Award, sponsored by HPBA and *Casual Living* magazine, will also be presented.

**The All-Industry Party.** Don't miss the all-industry party being held at the House of Blues on Friday, March 15th, beginning at 7:30am, following the Vesta Awards (transportation will be provided after Vesta and from the hotels). The party will have musical entertainment by the Blues Brothers and Stir Crazy, as well as dueling piano performers. The entire venue will be ours for the evening! This event is an opportunity to let your hair down and have some fun with old and new friends while enjoying great food and spirits. Food stations will be set up throughout that include barbecue ribs, pulled pork sandwiches, shrimp and grits, barbecue chicken and more (food tickets will be sold in advance). The party is generously sponsored by Kozy Heat, M&G DuraVent, Napoleon Fireplaces & Grills, SBI, Travis Industries, Weber and the Salt Lake Convention & Visitors Bureau. If your company would like to join these sponsors, please contact Kelly VanDermark, vandermark@hpba.org.

**Make Sure Your Company Is on the Expo Floor Plan.** If you are

a manufacturer in the hearth, patio and/or barbecue industries, plan now to exhibit at HPBExpo 2013! HPBExpo is the best place to meet with your existing customers and to find new ones. Show off your new products and get much-needed feedback. And, there are plenty of opportunities for you to entertain and socialize with your customers after show hours. To see who is signed up, go to View Exhibitors on the HPBExpo website and check out why these companies are exhibitors at Expo.

The Exhibitor Overview brochure, interactive and PDF floor plans, exhibit space contracts and more are posted on the website under Apply to Exhibit. Call Exhibit Sales Associate Anita Derouin at (703) 522-0086 ext 117 or email derouin@hpba.org with questions or to move forward with securing a booth!

**Added Bonus – Sign up to exhibit now and be included in our attendee-exhibitor product matching program. As attendees register, they will indicate what products they want to buy and see at Expo and will be automatically matched with exhibitors with those products!

**Show Program Guide Deadline: January 11, 2013**. All exhibitors contracted and paid by close of business on this date will be listed in the *HPBExpo Show Program and Exhibit Guide*. After that date, exhibitors will be listed in the onsite addendum. For exhibit space, please contact Anita Derouin, derouin@hpba.org.

**Sponsorship Opportunities — Increase Your Exposure at HPBExpo 2013.** Sponsorship opportunities, such as the House of Blues industry party, show mobile app, *Show Program and Exhibit Guide* map, indoor/outdoor carpet logos, convention center door clings, and mobile phone charging stations, are available for exhibitors interested in expanding their exposure at the show. Click here for a full list of available sponsorship opportunities.

**Stay Up-to-Date with HPBExpo 2013!** Bookmark the Expo's website, www.hpbexpo.com, to keep up-to-date on information for the HPBExpo 2013. View the current list of Exhibitors and review show logistics. Make your travel plans early and extend your stay in sunny Florida. Visit the About Orlando link for information on discount attraction tickets, restaurants, nightlife and more.

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