

HOTNEWS

a monthly newsletter for HPBA members

HPBA Homepage

HPBExpo

HPB Education Foundation

Pellet Fuels Institute

<u>NFI</u>

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March 2013 Vol. 16, No. 3

HPBExpo 2013 – The Most Anticipated Event!

In ten days, HPBExpo's opening ceremonies will take place, the show's ribbon will be cut by the wood ax, dealers will stream through the doors and pack the exhibit halls and education sessions. The HPBA staff and Expo show management are ready to welcome all to our biggest annual event. Thousands of hearth, patio and barbecue professionals have pre-registered and over 300 companies will exhibit their newest products that consumers will be looking for this year. If you haven't planned on attending, it's not too late. Orlando is easy to get to and, if there's no time to register online (online registration closes March 11th), you can register onsite. Don't miss this year's show – your showroom (and customers) will thank you!

HPBExpo Government Affairs Manufacturers' Briefing

HPBA member manufacturers are reminded of the Manufacturers' Government Affairs Meeting on Wednesday, March 13th, from 8:00am to 10:30am in room N210 A at the Orange County Convention Center in Orlando. Gil Wood, from the EPA's Air and Radiation Office, will give a presentation on the status of the NSPS process, and Barton Day, HPBA's legal counsel on the DOE lawsuit, will give manufacturers an update on the issue. As always, HPBA staff and consultants will be on hand to brief members on other key issues.

Fireplace Glass Safety Seminar in Orlando

As part of Expo Education, a panel of experts will discuss the new gas fireplace standards that require screens or barriers, beginning January 1, 2015. The session will also include the after-market options for homeowners that already own a glass-front gas fireplace, stove or insert, and HPBA's promotional materials to help educate homeowners, especially those with children. The seminar, *Gas Fireplace, Insert and Stove Glass Safety: What You Need to Know*, will be on Friday, March 15th, from 10:30am to 12 noon. An Education Passport is required.

Barbecue Manufacturers' Breakfast Meeting

HPBA barbecue manufacturers are urged to attend the Barbecue Manufacturers Caucus breakfast meeting on Wednesday, March

13th, from 7:30am to 9:30am in Orlando. The top agenda item for this meeting is the new sections organization of the association and its effect on HPBA's barbecue programs. If you would like to attend this meeting, please contact Leslie Wheeler as soon as possible, wheeler@hpba.org.

DOE & NSPS Retailer Update

Retailers going to the trade show in Orlando can learn more about how the DOE, NSPS and Glass Fronts issues will affect their businesses and the hearth market. The session, *DOE/NSPS Retailer Update*, will be Friday, March 15th, from 1:00pm to 2:30pm in room N310 AB at the convention center. An Expo Education Passport is required for admittance.

Pellet Fuels Institute Hosts Breakfast at HPBExpo

The Pellet Fuels Institute (PFI) invites all HPBA and PFI members to a breakfast meeting in Orlando. *Breakfast & Biomass: A Briefing on the Pellet Market* will be held Thursday, March 14th, from 7:30am to 9:00am in Room N330 A-C at the Orange County Convention Center. The program includes an update on legislation and regulations affecting the pellet industry, pellet stove shipments for 2012 and a report on PFI's initiatives for 2013. Registration (HPBA/PFI members \$25; non-members \$35) is available online at http://www.hpbexpo.com/register/. More information can be found on the PFI website at: http://pelletheat.org/events/pfi-membership-luncheon/.

Department Activities

Communications

HPBExpo exhibitors are reminded to bring 40 press kits to the Press Room (Room N210 E) at the Orange County Convention Center by 5:00pm on Wednesday, March 13th. There are already over 50 media people pre-registered to attend, including About.com, *Consumer Reports*, DIY Network, HGTV, *Orlando Sentinel* and *Popular Mechanics*.

Exhibitors are also reminded to send new product information to Leslie Wheeler, wheeler@hpba.org, including any lifestyle photography. All submitted new product information is compiled in a handout for the attending press.

HPB Education Foundation

HE@RTH Online Training is moving to a new platform that will make the system easier to use and will make the classes available on an iPad. If you currently have an online subscription, or take online classes periodically, watch your email for new instructions. The move to the new platform starts on Monday March 4th, however, the current system will be available until March 31st. When you're in Orlando at Expo, stop by the Member Services Center, Booth #1735, for a quick demonstration of the new system. Quality training and NFI CEUs are now available to everyone from the comfort of your home or office. For more details, go to www.hpbef.org/online.

NFI

NFI Reference Manuals are a great resource, and many dealers keep copies on hand as a go-to source for installation information. The manuals are revised every three years with up-to-date information and requirements, and the NFI exams are based on the latest edition of the manual. All three manuals — Woodburning, Gas and Pellet — are in the Fourth Edition, and dealers are encouraged to make sure they are using the latest edition. The current manuals will be available to purchase in Orlando at the Member Services Center and are available online at www.nficertified.org.

Membership

To all the companies that have renewed their membership for 2013, thank you! Your continued support allows HPBA to continue providing value and services to your business.

We are looking forward to seeing many of you at HPBExpo in a couple of weeks. As you prepare your trip to Orlando, please be reminded of the membership-related activities that will take place:

- The party starts on Wednesday, March 13th at the Young Guns Reception, from 5:30pm to 7:00pm at Taverna Opa, 9101 International Drive. Make sure to stop by and meet up with your HPBA colleagues. The fun continues at the affiliate receptions scheduled that night. Check with your local affiliate for additional details.
- Once the show floor opens up, be sure to visit the Member Services Center, Booth 1735, to say hello and find out about new benefits through HPBA National and your local affiliate. New this year is the Member Benefits Pavilion, which is located next to the Member Services Center. The pavilion will showcase HPBA's preferred business partners in the United States and Canada, who can help you save money on your everyday business expenses. Stop by and talk to representatives from Veracity Insurance, TransFirst (formerly Solveras) and HomeAdvisor. You can view a full list of these partners on our website,

http://www.hpba.org/members/member-benefits.

Statistics

The Hearth Quarterly Industry survey results have been distributed to all participating manufacturers. With its completion, HPBA Statistics will release the hearth industry's top-of-the line statistics at Expo.

In preparation for the 2013 Barbecue Consumer Survey, the Research Committee will meet in Orlando to discuss this year's survey questions. If you are interested in attending this meeting, please contact Don Johnson, johnson@hpba.org or (703) 522-0086, ext. 146.

Invitations to the Statistics Invitational Breakfast on Saturday, March 16th, in Orlando have been sent. If your company participates in any of the HPBA statistical programs (hearth or barbecue), and you would like to attend, please contact Gwen Thompson, thompson@hpba.org.

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

HPBExpo Registration and Education Program. Preregistration will remain open until March 11th. After this date, you can register onsite at the Orange County Convention Center. If you have already registered, please be reminded that you can make changes or additions to your current registration, including signing up for Education and NFI Certification, by using your email confirmation log in. The Education Program is generously sponsored by long-time Expo supporter and exhibitor, ICC-RSF. Click here for the complete Expo Education course schedule. Your log-in can also be used at any time to access your online registration dashboard features. For registration questions and information, please contact Rachel Pratt, pratt@hpba.org.

HPBExpo 2013 Mobile App - Now Available to Download! Navigate your way easier and faster with the HPBExpo 2013 show mobile app. Features include exhibitor listings, education schedule, show schedule, floor plans and more. To access the mobile app, please go to http://m.hpbexpo.com.

HPBExpo Hotel Accommodations. HPBExpo hotel reservations, airline flights and car rentals can be completed quickly and easily on line at www.hpbexpo.com, Housing Reservations. Please note that the hotel reservation deadline to receive the HPBExpo special rates has passed. Hotel reservations can still be made via the HPBExpo website, but are subject to the current online rate. HPBA's partner, onPeak, is the official housing partner - don't be fooled by other travel companies claiming to be HPBA's official housing service. Through onPeak, HPBA is able to secure the lowest rates, best hotels and the most (complimentary) amenities during your stay in Orlando, exclusively for HPBExpo travelers.

Make Sure Your Company Is on the Expo Floor Plan - It's not too late. If you are a manufacturer in the hearth, patio and/or barbecue industries, 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 a list of exhibitors, go to View Exhibitors on the HPBExpo website.

The Exhibitor Overview brochure, interactive and PDF floor plans, exhibit space contracts and more are posted on the website under Apply to Exhibit. Call HPBA's 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!

Entertainment and Fun at HPBExpo 2013. The second annual Outdoor Burn Tailgate & Big Green Egg Cook-off Competition will be held on Thursday, March 14th, so make sure you pack your favorite team jersey. Come and enjoy a drink at the outdoor sports bar area and catch a championship college basketball game broadcast live from the Varsity Motor Coach. You'll also enjoy sampling the savory offerings from participating exhibitors in the Barbecue Demo Area and see local chefs and Food Network Star Finalist, Linkie Marais, vie for the top honors in the EGGstravaganza cook-off sponsored by Big Green Egg. During this outdoor event, the second Donna H. Meyers Barbecue Leadership Award, sponsored by HPBA and Casual Living magazine, will be presented.

New Outdoor Seminar - Capitalizing on the Growing Industries of Tailgating and Homegating. Free to all Expo badge holders, Jeff Dockeray, founder of Tailgate Media Network, and two world-renowned food and beverage tailgating/homegating specialists, Linkie Marais (Next Food Network Star Finalist) and master mixologist and entertaining specialist Jeremy Parsons (host, JPInvite.com), will give a presentation on tailgating and homegating on Friday, March 15th, from 11:30am to 1:00pm in the outdoor cook-off tent area. This seminar will include the demographics, geographics, economics and retail and market trends of this growing, and hugely popular, pastime. The audience will be treated to live demonstrations and gourmet food and beverage samples in an interactive tailgate setting.

Your Vote Counts in the Attendees Choice Awards! Visit the indoor New Product Pavilion, Booth 1745, and cast your vote for the most-marketable new product in both Hearth and Outdoor Living product categories. Voting is available on the HPBExpo Mobile App, at the New Product Pavilion kiosk, as well as online (use our Cyber Cafe' located in Booth 1350). Voting closes at 3:00pm on Friday, March 15th, and winners will be announced at the All-Industry Party at the House of Blues on Friday night!

The House of Blues All-Industry Party. Don't miss the allindustry party being held at the House of Blues on Friday, March 15th, beginning at 7:30pm, following the Vesta Awards (transportation will be provided after Vesta from the convention center and throughout the event to and from all HPBA hotels). The party will include musical entertainment by the Blues Brothers and Stir Crazy, as well as dueling piano performers and an acoustical guitarist. 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 the venue that include barbecue ribs, pulled pork sandwiches, shrimp and grits, barbecue chicken and more (food tickets are available online and will be sold at registration and during the event). The party is generously sponsored by Kozy Heat, M&G DuraVent, Napoleon Fireplaces & Grills, SBI, Travis Industries, Weber Stephen Products, LLC and the Salt Lake Convention & Visitors Bureau.

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