

President's Message

It's the beginning of a new year and an exciting time for all of us. Looking ahead we will have to make some difficult choices in a tough economy and face challenges that many of us have never faced before. But tackling those issues provides each of us with an opportunity to review our past efforts, sharpen our game, and prepare for the months ahead, and that's exciting.



And, one of the best ways to prepare for the future is by attending HPBExpo to see the latest trends and technology in outdoor living products, participate in the education program, and to network with others in the industry. It's at Expo where you'll find renewed energy and enthusiasm to bring your customers the best in outdoor living products and stay a step ahead of the competition.

Nowhere else will you have the opportunity to see such a variety of grills and outdoor kitchen appliances that meet every homeowner's expectations. And, this year, as in years past, new products abound in outdoor cooking. From creative grilling tools to the most fantastical of grills – a fire-breathing dragon – there will be a “must-have” product to showcase in your store.

For those of you looking for answers to continue profitability in these difficult financial times, consider taking courses by Tom Shay of Profits+ Plus Seminars. This year his seminars will guide you as you strive to decrease expenses and increase profit margins by making incremental adjustments in the way you run your business, including how to transform a sales flyer into a sales happening.

So, join us at Expo. It's an investment that will grant you exceptional returns.

Jack Goldman
President, HPBA

HPBA



HOT SHOPPING AT HPBEXPO!

Fun, fancy and functional may best describe the latest in outdoor living, grill and barbecue products that will be on exhibit at HPBExpo this year. From the most comfortable of furniture to the most elaborate outdoor kitchens, and all that falls in between, dealers are sure to find a “must-have” item for their stores.

“The barbecue manufacturers make a great effort,” said Debbie Ewens of Warm Hearth, La Mesa, CA, adding, “Their booths are beautiful and they cook, too.” Busily working on a list of items to fit the tastes of her California clientele, Ewens is focused on grills, waterfalls and hot tubs. “We’d like to see some more fun for outside,” she said.

Many exhibitors will also be on the lookout for new and exciting products at this year's show. For Jessica McCloskey of McCloskey's Garden & Hearth Garden & Hearth, Williamstown, NJ, HPBExpo 2009 is an exciting showcase for products. “We're looking for new companies with new products,” she said, adding, “We also like to see all the current models that aren't necessarily new products.”

The outdoor bum area is an extra benefit, she noted, because it provides dealers with the opportunity to see products in operation and provides for a hands-on education. “It's a good learning experience,” said McCloskey, “Plus we get to see and talk to everybody in the industry and that's something we don't get to do on a daily basis.”

Among the many outdoor grilling displays, often manned by celebrity chefs, attendees will find new products at the Empire Comfort Systems, Inc. exhibit. The Broilmaster Infrared R3 and the R3B grills allow much greater control over a wider temperature range, according to Jeff Cleveland, marketing manager. The grills come with two individual variable gas valves, and are enhanced by the three-level stainless steel cooking grids and stainless steel warming rack.

Indoors, exciting grilling accessories and outdoor kitchens provide plentiful ideas. “We're introducing the Turbo Q, an attachment that goes onto the rotisserie of a gas grill and turns it into a convection grill,” explained Chuck Adams, CEO, The Companion Group. “We're also introducing a v-shape smoker box that goes between the heat deflector bars and the grate.”

Having won a Vesta Award for its Monster grill brush in prior years, The Companion Group is introducing its larger model, the Mega Monster grill brush, a much-requested item, says Adams. And that's just the beginning. Look for stainless steel griddles, a chili pepper roasting rack, a pepper slicer, skewers and slider baskets, and more.

Outdoor chefs will find those helpful accessories a benefit while preparing meals in their outdoor kitchens. This year, Lynx Grills is completing its outdoor kitchen concept with refrigerators, ice makers, doors, drawers, side burners and an outdoor venting system, an important tool for semi-enclosed kitchens.

“People planning outdoor kitchens want to use them year-round and ventilation is part of that,” said Brian Eskew, marketing manager. “We've also introduced an electric outdoor patio heater to extend the usability of the outdoor cooking season.”

This is just a snippet of the exciting new products that will be on display at HPBExpo. So, whether looking indoors or outdoors for grills, fireplaces, stoves, or patio furniture with flair, the place to be March 19 – 21 is Reno, NV. Register today at www.hpexpo.com.

