HPBA Hearth, Patio & Barbecue Association

# HOTNEWS

a monthly newsletter for HPBA members

HPBA Homepage

HPBExpo

HPB Education Foundation

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NFI

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## HPBExpo 2013 — Sign Up Now!

Make your plans to attend the 2013 HPBExpo in Orlando and secure the housing of your choice. Registration, hotel reservations, airline flights and car rentals can be completed quickly and easily on line at Register Now. 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. 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.

HPBA and HPBA affiliate members must use their unique member ID number that was emailed to all company main contacts on September 1st. Also, be sure to take advantage of the 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.

## Special Events Planned for Expo 2013

Exciting and entertaining attractions and events are set for Orlando! You won't want to miss the second annual Outdoor Burn Tailgate Party & Big Green Egg Cook-off competition, the Indoor and Outdoor New Product Pavilions and the NEW Outdoor Tailgate Pavilion sponsored by *Tailgater Monthly*. The All-Industry Party will be held off-site this year at the House of Blues. 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.

## HPBA Has Its Day in Court on DOE Regulations

On Tuesday, September 11th, HPBA participated in oral arguments at the U.S. Court of Appeals for the D.C. Circuit on the

Department of Energy's (DOE's) regulation of decorative vented gas fireplaces and classification of gas log sets. HPBA was well represented by Barton Day, of the law firm Polsinelli Shughart, who has worked tirelessly since 2010 on the issue. Barton eloquently laid out why decorative gas hearth products and gas logs sets are unlawfully classified as a covered product in DOE's Final Rule in April 2010, and decorative gas hearth products are illegally regulated in that rule and the subsequent rule, issued in November 2011.

The argument – scheduled for approximately 30 minutes – lasted one hour and 20 minutes due to extensive questioning from the panel of three judges. The three judges listened and questioned Barton on how decorative hearth products are different from heater-rated products, how DOE circumvented the statutory process and how DOE has no authority to impose design requirements, such as a ban on standing pilot lights. The judges also questioned the Department of Justice lawyer representing DOE extensively, and appeared skeptical of DOE's claim that it is not regulating decorative fireplaces but only "distinguishing" them from heater-rated fireplaces. DOE's lawyer was also questioned on whether the department had the authority to regulate these products under the Energy Policy and Conservation Act. Although it is impossible to predict how a court will rule based on questioning during oral argument, the proceeding appeared to go well for HPBA. The judges' decision will most likely be handed down at the end of 2012 or in early 2013.

## 2012 Hearth Consumer Survey Results In

The results of the 2012 Hearth Consumer Survey are complete and available now to HPBA members. This is an HPBA member benefit and results are not sent to non-members. The survey has been conducted every two years since 2002 and has valuable trend information. For example, one question, "Was the fireplace or stove in your current home a major factor in your decision to live in this particular home?" was answered "yes" by 36% of the respondents. The responses in previous years were: 28% in 2010; 24% in 2008; 22% in 2006; 17% in 2004 and only 12% in 2002. Fireplaces and stoves remain a very popular feature in homes. To receive the survey results electronically, please contact Gwen Thompson, thompson@hpba.org.

## Glass Safety Campaign Underway

HPBA's campaign to educate the industry and homeowners about safety precautions for glass-front gas fireplaces, stoves and inserts is underway. A press release will be distributed on October 8th in conjunction with National Fire Prevention Week. This important campaign includes information on safety screens and barriers for homeowners to protect children and at-risk individuals from potential burns when the fireplace is on or cooling down. HPBA has developed a new Glass Safety Brochure, FAQ document and Safety Checklist for manufacturers, retailers and homeowners. The materials are available to download from a new website, www.safefireplacetips.com.

## Northwest HPBA Develops Wood Heat Website

Northwest HPBA is in the process of developing a website specifically for wood heat that will include the laws and policies of Washington State, as well as product images. NWHPBA is specifically searching and requesting images of smoking chimneys (burning incorrectly) and clean-burning chimneys with no smoke (just heat waves), as well as product images of wood, pellet, gas stoves and inserts, masonry heaters and factory-built fireplaces. A product page will also include links to manufacturers' websites. For more information, contact Gary Smith at iba@isomedia.com.

## Department Activities

### *Communications*

- **Stock Up on Burn Wise DVDs.** The DVD titled, "Burn Wise: A Video Guide to Operating Your Wood Stove Efficiently," is one of the best wood stove instructional DVDs available. It is also a great value to your new wood stove customers so they are reminded how to properly start, operate and troubleshoot their wood stove. To view the video and download the order form, go to the HPBA website.
- **"Game Day Grilling: Be Great at the Tailgate."** Now that the NFL referees are back on the job, celebrate by tailgating at the stadium or your own backyard. HPBA has provided all the tailgate information online, including hosting and clean-up tips, for you and your customers whether a novice or a pro. Check it out on the HPBA website.

### *HPBEF*

HE@RTH Online Training is pleased to offer October's free live class – "Exceeding Your Customer's Expectations: The Seven Step Service Call." This is an exciting new course from Hope Stevenson at Dave Pomeroy Signature Training. The online session will be offered October 17th at 3:00pm EDT. This 90-minute class is perfect for owners, managers, technicians and installers. You will learn to create a documented service call procedure that will result in customer cheerleaders. Following this procedure will reduce stress and allow employees to take pride in their work. Most of all, it will generate positive word-of-mouth referrals. Discover the service gap, understand fundamental service beliefs and, most of all, learn the seven steps to excellent service calls. To register, go to http://www.hpbef.org/online, click on the course offering link, and scroll down to find the class.

### *Membership*

- **2013 Dues Renewal.** Renewal time is almost here! Make sure to watch your email inbox and/or mailbox for your HPBA Manufacturer or Affiliate renewal forms. We know life gets hectic this time of year, and we want to make sure you don't miss your renewal and lose out on great benefits in 2013.
- **HPBA Young Guns.** Check out the new Young Guns portal

on www.hpba.org! From the home page, click on “Members” and then select “HPBA Young Guns.”
- **Coming Soon – Member-Only Web Portal.** The countdown for HPBA’s new member-only web portal has begun. Stay tuned for information on its launch in December 2012!

### *Statistics*

- **Hearth Quarterly Survey.** The 3rd Quarter Data Call forms are in the mail to all hearth manufacturers – deadline for responses is October 22nd.
- **Annual Grill & Smoker Shipment Survey – Urgent Request.** HPBA Statistics is urgently requesting all barbecue manufacturers to please respond ASAP to the Phase II request. Frankly, the response rate has been poor and HPBA needs this data to track and promote the industry. Remember, this data can be used for your own marketing development and strategy.

### *HPBExpo Report*

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

**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. If you are a manufacturer in the hearth, patio and/or barbecue industries, plan now to exhibit at HPBExpo 2013! HPBExpo is THE place to be to meet with your existing customers and to find new ones. Show off your new products and get much-needed feedback. 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 are automatically matched with exhibitors with those products!

**HPBExpo Education Program.** Check out the educational sessions that will strengthen your business and keep you on a competitive edge. Generously sponsored by ICC-RSF, Expo Education will again offer Three-Day and One-Day Education Passports. Click here for more information and the complete

course schedule.

**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.

**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, mobile phone charging stations and more are available for exhibitors interested in expanding their exposure at the show. Click here for a full list of available sponsorship opportunities.

**HPBExpo Locations, Revenues and Exhibits FAQs.** In case you missed it, a "frequently asked questions" article regarding the trade show logistics was recently published in *Hearth & Home* Magazine. If you still have questions, please contact Kelly VanDermark at vandermark@hpba.org.

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