

**Affiliate Annual Meetings
Benchmark Questionnaire 2008**

	A	B	C	D	E	F	G
1		NEHPBA	MAHPBA	SEHPBA	MSHPBA	MWHPBA	NCHPBA
2	Meeting						
3	<i>Annual Meeting? YES/NO</i>	Yes	Yes	Yes	No	Yes	Yes
4	<i>Date Held</i>	June 1 & 2	June 8 & 9	June 20-21-22, 2008	No	August 4-5	May 18-20, 2008
5	<i>Where</i>	Cromwell, CT	Lancaster, PA	Clemson, SC	No	St. Charles, MO	Chula Vista Resort, Wisconsin Dells, Wisconsin
6	<i>Why Selected</i>	<i>Refer to NEHPBA Tab</i>	Location/Price	Location	No	Centrally located in affiliate	Room rates good, location good, facility capability & lots of amenities
7	<i># of Meeting Rooms Used</i>	10	5	6	No	2	6/day
8	<i>Board Meeting Held? YES/NO</i>	No	No	Yes	No	Yes	Yes
9	<i>Cost of Hotel Meeting Space</i>	None	None	\$8,334	No	\$1,507.78	None for space - but paid A-V fees
10							
11	Site						
12	<i>City/Resort/Other</i>	City	City	College Campus Facility	N/A	City	Resort
13	<i>Distance from major city</i>	12 miles from Hartford, CT	Lancaster is a major metro area in PA	25	N/A		3 miles from Wisconsin Dells. 53 miles from Madison, WI
14	<i>Distance from airport</i>	12 miles from Hartford Airpt.	Harrisburg International Airport - 25 miles; 11 miles from Lancaster Airport	25	N/A	10 mi	50 miles from Regional airport in Madison
15	<i>Room Rates</i>	\$119	\$105	\$95	N/A	\$134	\$89/night
16	<i>Room Block Size</i>	85	85	75	N/A	50	55
17	<i>On-Site Recreational Activities</i>	No	No	Golf & Boating	N/A		Indoor/Outdoor Waterpark, spas, games, pools, golf + much more.
18							
19	Registration						
20	<i>Registration Fee-Member</i>	\$79	\$69 - 1st; \$49 - 2nd; \$39 - 3rd	\$70	N/A	\$130	\$149
21	<i>Registration Fee-Non Member</i>	\$179	\$129	\$ -0-	N/A	\$225	\$199
22	<i>Early Registration Discount?</i>	Yes	Yes	No	N/A	\$99	no
23	<i>Early Registration Prize or other incentives?</i>	No	No	No	N/A		Not this year
24	<i>On-site registration accepted?</i>	Yes	Yes	Yes	N/A	Yes	Yes
25							
26	Attendance						
27	<i># of Retailers</i>	73	132	39	N/A	36	87
28	<i># of Distributors</i>	22	22	12	N/A	14	20
29	<i># of MFGR Reps</i>	7	11	9	N/A	1	4
30	<i># of Manufacturers</i>	37	32	3	N/A	13	18
31	<i>Other Attendees</i>	21	42	15 -(Service 8 - Other 7)	N/A	11	25
32	<i>Total #</i>	160	239	78	N/A	75	154
33							

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34	Speakers						
35	<i>Speaker evaluations? YES/NO</i>	Yes	Yes	Yes	N/A	Yes	Yes
36	<i>Paid Speakers?</i>	Yes	Yes	Yes	N/A	Yes	Yes
37	<i>CEU's Available</i>	Yes	Yes	Yes	N/A	Yes	Yes total of 14 possible to earn with both days.
38	<i>List Speakers & Topics</i>	<i>Refer to NEHPBA Tab</i>	<i>Refer to MAHPBA Tab</i>	Dr. Daniel Nadenicek - The Complete Package - Bob Wise - Diagnosing Gas Products - Sharon McCarney - Software Systems for Retail -	N/A	Mark Lewis, Gas Troubleshooting; Bob Mitchell, Defining a Vision of Customer Service; Roch Magerl, Blower Door Testing in Understanding Negative Pressure; Bob Mitchell, Enhancing Your Conflict Management Skills; Ross Johnson, Creating the Outdoor Great Room; Jim Plucker, Specifying Fireplaces to Meet National Green Building Programs; Dave Mendoza, Safety Session	Go to nchpba.org and click on Education / Annual meeting for program
39				Dr. Beth Kunkel - Food Prep. Outdoor Setting - Steve Carroll - Marketing & Selling Direct Vent Fireplaces - Shannon Gooden - Highlights Government Affairs Academy - Eric Black - Tankless Water Heater - Jesse Marado - Working with Hearth Prdts. Sub Contractors & Working with Contractors to Offer Complete Outdoor Living Packages.			
40	Types of Educational Sessions						
41	<i>Technical/Service</i>	Yes	Yes	Yes	N/A	2	8.5 hours
42	<i>Sales/Marketing</i>	Yes	Yes	Yes	N/A	3	6.0 hours
43	<i>General Business</i>	Yes	Yes	Yes	N/A	1	16 hours
44	<i>Health/Safety</i>	No	Yes	No - Does Food Prep count?	N/A	1	8 hours
45	<i>Other</i>	Yes	Yes		N/A		Hearth Feud - 1 hour
46							

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47	NFI Certification						
48	<i>NFI Review and Exam? YES/NO</i>	Yes	Yes	Yes	Yes	Yes	Yes
49	<i>Pellet?</i>	Yes	Yes	Exam Only	Yes	No	Yes
50	<i>Wood?</i>	Yes	Yes	Yes	Yes	Yes	Yes
51	<i>Gas?</i>	Yes	Yes	Yes	Yes	No	Yes
52	<i>If No, Why Not?</i>					Not enough interest for pellet or gas	
53	NFI Instructors						
54	<i>How do you find Instructors?</i>	<i>Refer to NEHPBA Tab</i>	<i>Refer to MAHPBA Tab</i>	Used in Past	Our President volunteers	Past instructor	From affiliate
55	<i>Are instructors paid?</i>	Yes	Yes	Yes Priesing - Krosp - Free room & meals	Yes	Yes	Yes
56	<i>How much?</i>	\$250 stipend & mileage	\$250 stipend & mileage	\$500 plus free room and meals	\$850 per course	\$500 + expenses	\$250 + expenses not to exceed a total of \$500 (but get lodging and food besides)
57	<i>Paid, If Yes, how much</i>						
58	<i>Who proctors the exams?</i>	Staff & Local Members	Staff & Local Members	Staff and volunteer	Erin Erickson	Volunteer	Education Cmte members and Staff
59	<i>Cost per exam</i>	\$349 mem/\$599 nom-mem	\$349 mem/\$599 non-mem	\$279.00	\$400	\$319	\$289 or \$389 members: \$430 or \$539 non members
60	<i>Is Exam cost Subsidized by Affiliate?</i>	No	No	Yes - Instructors - Refund \$169 (2 per member co.) for thos who pass		No	
61	<i>Is Testing Done Before or After the Meeting?</i>	During	After	During	After- if we hold an annual conference	Before	This year gas and wood on day 1 and pellet on day 2
62							
63	Tabletops						
64	<i>Tabletops? YES/NO</i>	Yes	Yes	No	N/A	Yes	No
65	<i>Cost per tabletop?</i>	\$100	\$399		N/A	part of annual sponsorship program, 4 different levels from \$3500 to \$500	
66	<i># of Tabletops</i>	15	30		N/A	6	
67	<i>Total Revenue from Tabletops</i>	\$1,671	\$11,970		N/A	\$18500 for entire year	
68							
69	Sponsorship						
70	<i># of Sponsors</i>	40	38	10	N/A	19	18
71	<i>Types of Sponsorship</i>	<i>Refer to NEHPBA Tab</i>	<i>Refer to MAHPBA Tab</i>	Education	N/A	4 levels of annual sponsorship, Cookout Sponsorship, and EXPO Reception Sponsorship	Event and 5 General Levels
72	<i>How are Sponsors Recognized?</i>	<i>Refer to NEHPBA Tab</i>	<i>Refer to MAHPBA Tab</i>	Plaque - Website - Newsletter	N/A	newsletter ad, logo on web site, free registration(s) to meeting, signage at all events, tabletops, etc.	Badges, ribbons, signs, PowerPoint, Verbal at meeting, newsletter and web site
73	<i>Sponsorship Revenue</i>	\$8,650	\$23,365		N/A	\$18,500	\$10,150
74							

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75	Golf						
76	<i>Golf Outing? YES/NO</i>	No	No	Offered - no takers	No	Yes	Yes
77	<i>Cost</i>				No	\$95 includes dinner	\$55 with cart
78	<i>On Property or Off-Site</i>				No	Off-Site	on site
79	<i>Transportation Available?</i>				No	No	by car or Golf Club would drive over to resort and pick up.
80	<i>Awards</i>				No	Yes	Yes - Normal flag events
81	<i>Net Revenue/Cost from Golf</i>				No	(\$108)	\$1100.00 net revenue
82							
83	Special Events					Barbecue Cookout	
84	<i>Description</i>	No	No	50's Party		3 to 5 sponsors are invited to bring their latest grill to cook for meeting attendees, generally held at a members retail location	Dinner cruise on the Wisconsin River Sunday evening
85	<i>Cost</i>			\$-0-		\$562	no fee to participate. Cost to NCHPBA \$4900 mostly sponsored.
86	<i>Attendance</i>			78		90% of meeting attendees	98
87	<i>Transportation Provided?</i>					yes	from dock of resort - walked down to it.
88							
89	Food & Beverage						
90	<i># of Food/Beverage Events</i>	3	3	5		5	6
91	<i>Plated Meals or Buffets?</i>	Buffets	Buffets	Buffet		Plated	both
92	<i>Cash Bar?</i>	Yes	Yes	For mixed drinks only		Host	yes
93	<i>Complimentary Drink Tickets?</i>	Yes	Yes	No		no	none this year - no sponsor.
94	<i>Meals Served</i>						
95	<i>Breakfast</i>	1	1	150 plus 2 breaks			2 - full buffet
96	<i>Lunch</i>	1	1	78		1	2 - plated for attendees. One box lunch for golfers - sponsored
97	<i>Dinner</i>	1	1	78		Special Event	2 - one on cruise. One Monday evening.
98	<i>Total Expense of F&B</i>	\$12,261.09	\$16,204	\$10,069		\$3,328	\$13,800
99							

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1							
100	Meeting Evaluations	NEHPBA	MAHPBA	SEHPBA	MSHPBA	MWHPBA	NCHPBA
101	Meeting Evaluation? YES/NO	Yes	Yes	Yes		Yes	Yes
102	Speakers	Yes	Yes	Yes		Yes	Yes
103	Topics evaluations	Yes	Yes	Yes		Yes	Yes
104	Social Programs	Yes	Yes	Yes		Yes	no
105	Location, hotel	Yes	Yes	Yes		Yes	Yes
106	Registration Fees	No	No	No		No	No
107	Food & Beverage	Yes	Yes	Yes		No	Yes
108							
109	Conference Committee						
110	Conference Committee? YES/NO	Yes	Yes	Yes		Yes	Yes
111	Responsible for Site Selection?	Yes-A.M., Edu Coms/Staff	Yes-A.M., Edu Coms/Staff	Yes		Yes	Yes - but recommend 3 to Board for final approval.
112	Responsible for Program?	Yes-A.M., Edu Coms/Staff	Yes-A.M., Edu Coms/Staff	Yes with educaiton committee		Yes, along with Education Committee	Yes
113	Responsible for Speakers?	Yes-A.M., Edu Coms/Staff	Yes-A.M., Edu Coms/Staff	Yes with educaiton committee		Yes, along with Education Committee	Yes
114	How often do they meet?	Refer to NEHPBA Tab	Refer to MAHPBA Tab	2-4 X's year Phone calls		1 to 2 times a month, emailed weekly 2 months prior to meeting	Monthly conference calls
115							
116	Conference Marketing						
117	When does marketing begin?	January	January	Just after Annual Meeting		EXPO	Right after Board approves site in late fall of year.
118							
119	Check all that apply						
120	Save the Date Cards	No	Yes	No		Yes	E-News
121	Affiliate Newsletters	Yes	Yes	Yes		Yes	Post program items.
122	Web site	Yes	Yes	Yes		Yes	Yes
123	Mailings	Yes	Yes	Yes		Yes	Yes
124	Blast Fax/Blast Email	Yes	Yes	Yes		Yes	Email
125	Brochures	Yes	Yes	Yes		Yes	Yes
126	Phone Calling	No	Yes	Yes		Yes	Yes
127	Non-Member Marketing	Yes	Yes	No		Yes	From Cmte and Reps
128	Other	No	No				At EXPO
129							
130	Finance						
131	Total Meeting Revenue	\$23,104.89	\$35,639.00	\$1,609	\$0.00	\$7,477	\$31,365
132	Total Meeting Expenses	\$21,610.98	\$32,373.03	\$27,888	\$0.00	\$15,446	\$44,615
133	Net Revenue/Net Loss	\$1,493.91	\$3,265.97	-\$26,279.00	\$0.00	-\$7,969.00	-\$13,250.00