

HPBExpo Attracts Buyers

Thousands of people traveled to Reno for HPBExpo 2009 to showcase and shop an abundance of exciting fireplaces and stoves, grills and smokers, outdoor living furnishings, and accessories for indoors and out. According to the early returns of the post-Expo attendee survey, nearly 70% of the attendees completing the survey plan to purchase products within a year, and 78% said attending Expo 2009 was a good business decision. Exhibitors were pleased with the turnout, too, as packed booths bustled with buyers. And, once again, the New Product Pavilion, with over 40 outstanding new products, continues to be a popular attraction with 76% of attendees adding it to their must-see list.

If you missed this year's Expo, mark your calendar for HPBExpo 2010 in Orlando. It may seem early, but booth sales are off to a strong start. You don't want to miss our 30th Anniversary celebration that's sure to expose the best of our hearth, patio and barbecue industries have to offer!

Change of Venue

At the March 17 meeting, the HPBA Board of Directors decided to change the sites of future trade shows. Due to unsuitable hotel accommodations in Reno, the show will be held in Salt Lake City in 2011. HPBA is currently investigating sites for the 2013 and 2015 trade shows.

New Board Members

We are pleased to announce that Ken Belding of Empire Comfort Systems, Bob Hill of Arizona Fireplaces and Rodger Holland of Archgard Industries have joined the HPBA Board of Directors. Jim Hussong of Kozy Heat and Ross Johnson of The Outdoor GreatRoom Company will also return for three-year terms.

Government Affairs Academy (GAA)

The fourth Government Affairs Academy (GAA) will be held April 26-29 in Washington, D.C. so that participants can practice their new skills by calling on their own Members of Congress. For more information, contact John Crouch at crouch@hpba.org.

HPBAC Responds!

On March 24 and 25, representatives of three industry trade groups recommended alternatives to a committee of the Montreal City Council, which is considering a prohibition on the installation of new wood burning appliances. HPBA and HPBA-Canada joined local members of Quebec trade association, APC, and its Executive Director, Ghyslain Belanger, and President, Jacques Gratton, in public hearings. Local manufacturers and

U.S. industry expert Bob Ferguson spoke to the efficacy of the EPA's NSPS certification process. Marc-Antoine Cantin, president of HPBAC and HPBA's vice-chairman of the Board of Directors, spoke on behalf of the CSA B415 standards committee, and John Crouch of HPBA reported on the value of changeout programs.

30% Tax Credit Reminder

The stimulus package signed by the President last month includes a 30% tax credit (up to \$1,500) for the purchase in 2009 and 2010 of 75%-efficient biomass-burning stoves measured using a lower heating value.

While the new tax credit takes effect immediately, the Internal Revenue Service (IRS) has not issued the guidelines for determining how stoves will meet the efficiency requirements to qualify for the credit or how manufacturers will certify their products. These guidelines are expected by April 30, 2009. Please see <http://www.hpba.org/index.php?id=34> for Questions and Answers on the tax credit. HPBA will keep its members informed on all new developments.

Low Mass Fireplace Agreement

As of February 19, a new EPA partnership program, the "Low Mass Wood-Burning Fireplace Program," was in place. This is the successful ending of a six-year project that is expected to bring cleaner burning manufactured fireplaces to the marketplace. The low mass fireplace manufacturers have received invitations to join in the partnership agreement between them (not HPBA) and EPA.

The Home Renovation Tax Credit

The Canadian Federal Parliament passed the 2009 Federal stimulus budget, including a Home Renovation Tax Credit (HRTC), in February. On receiving royal assent, (the final parliamentary step), this will become law. The HRTC program allows for a 15% tax credit on a qualifying expenditure up to \$1,350 during 2009.

HPBA Job Bank Developed

HPBA has created an online job posting site, <http://www.hpba.org/index.php?id=303>, to help connect employers in the hearth, patio and barbecue industries with potential employees. If you're looking for help or looking for a new opportunity in your field, we hope this job bank is a helpful resource. For inquiries about the specifics of the positions or whether the job is still available, please contact the employer directly.

HearthMasters Keep it Crackling

Don't let your friendships burn out. Join the HearthMasters social organization and keep the

spark alive with the insiders you've known for so long. Anyone with 20 years in the industry interested in joining HearthMasters should call Debbie Scerbo at (703) 522-0086 or email scerbo@hpba.org to request a membership application.

HPBA Committee Activities

Communications

- Get ready for our annual May is National Barbecue Month (NBM) campaign by downloading the NBM Retailer Tool Kit, <http://www.hpba.org/nbm>. You will find everything online that you need to get the word out and the customers in, including a press release and 60 second radio ad script.
- The HPBA 2008 Annual Report was mailed to your company contact in March. If you did not receive one and would like one, please contact Deidra Darsa at darsa@hpba.org.

HPB Education/NFI

Training is now more convenient and economical than ever! We are very pleased to announce two exciting additions to He@rth Online Training: OnDemand Sessions & Subscriptions. With recorded versions of over 50 live classes, including those held during HPBExpo 2009, students are able to access the OnDemand classes at any time, day or night. Subscriptions for unlimited use of the OnDemand recordings and LIVE classes for one year (April 1 – March 31) are available now. An individual subscription has an introductory price of \$199. Packages of 5 subscriptions are available to companies for \$399, additional groups of 5 for \$199. For more information, check out <http://www.hpbef.org/online>.

Membership

Lock-in 2008 credit card processing rates with HPBA's affinity partner, Solveras Payment SolutionsTM. With guaranteed rates for one year, you'll beat the April 1 Visa® and MasterCard® rate hikes. Harness the power of your HPBA membership. Contact Solveras by April 30, and get this member-only LOCK IN YOUR RATES offer. For more information call (800)613-0148, or contact Antonio Jackson at jackson@hpba.org.

Industry Statistics

- The Quarterly Industry Survey requests will be mailed shortly. Be sure to watch for your copy and respond as quickly as possible. This year, HPBA is looking to collect information on market channels as well. This new process will be included in all future surveys.
- The Manufacturers Rep survey will also be mailed soon. Please be on the lookout and respond as soon as possible.
- HPBA has started the process of reviewing questionnaires for the 2009 Barbecue Consumer Survey. Comments should be directed to Don Johnson at johnson@hpba.org.



HPBExpo Report

Orlando, FL • March 10 - 13, 2010 • www.hpbexpo.com
Innovations & Ideas for Indoor-Outdoor Living

HPBExpo Report

When HPBExpo 2009 closed its doors at 5:00pm on Saturday, March 21, the website for HPBExpo 2010 in Orlando went live with details on next year's trade show. While in Reno, many members took advantage of the Orlando booth in the Registration Lobby to get information on hotels, airports, events and more.

The successful HPBExpo 2009 in Reno featured over 40 new products in the New Product Pavilion. This cordoned-off area in the indoor exhibit hall featured many of the Vesta contenders and winners and was a one-stop place to see many of the newest innovations for the coming year.

Winners and prizes of the HPBExpo's giveaways are: Winner of the HPBExpo 2009 12 First-time Exhibitor giveaway: Jenny Eickhoff of BBQ Bonanza, Kansas City, KS, will be given 4 free nights in Orlando at the HPBExpo 2010 headquarters hotel along with an Orlando gift basket. Winner of the HPBExpo 2009 Last Day Badge Holder Drop giveaway: Dan Williams of Dano's Chimney Sweep, Rochester, MN, will be given 4 free nights in Orlando at the HPBExpo 2010 headquarters hotel.

The HPBA Expo Committee welcomed four new members: Marc-Antoine Cantin, Stove Builder International; Lynn Meyer, American Home Fireplace & Patio; Mike Nordby, Brownstone Distributing; and Keith Wesol, Weber-Stephen Products Co.

Community Enrichment

Are you a volunteer in your community?

Share your story with us so that others may be inspired to also lend a hand to those in need.

Send to Deidra Darsa at darsa@hpba.org.



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HOTNEWS

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