

	<h1 style="text-align: center;">HOTNEWS</h1> <p style="text-align: center;">a monthly newsletter for HPBA members</p>
<p><a href="#">HPBA Homepage</a></p> <p><a href="#">HPBExpo</a></p> <p><a href="#">HPB Education Foundation</a></p> <p><a href="#">Pellet Fuels Institute</a></p> <p><a href="#">NFI</a></p> <p><a href="#">Wood Stove Changeout</a></p>	<p style="text-align: center;">Hearth, Patio &amp; Barbecue Association · 1901 North Moore Street, Suite 600 Arlington, VA 22209 · ph 703-522-0086 · www.hpba.org · hpbamail@hpba.org</p> <p style="text-align: right;"><b><u>February 2011 Vol. 14, No. 2</u></b></p> <p><b><u>Tax Credit Extended for Biomass Stove Purchase</u></b></p> <p>On December 17, 2010, President Obama signed a bill that extended many of the consumer tax credits into 2011 to help boost the slowly recovering economy. The tax credit for the purchase of a biomass-burning stove was extended, but with additional restrictions. The tax credit for 2011 is structured as follows: 1) a 10% tax credit, capped at \$300, for a 75% efficient biomass stove; 2) the lower heating value (LHV) efficiency measure was removed; 3) the credit applies to purchase price only, not installation; and 4) tax credit is for 2011 only. HPBA encourages all members to check with their tax advisors for further clarity.</p> <p>HPBA continues to work with the new Congress on this credit and other important issues.</p> <p><b><u>Friday Night Fever Party – Open to All</u></b></p> <p>The disco beat will be heard throughout the Salt Palace Convention Center on Friday night, March 4<sup>th</sup>, at Expo 2011. This FREE party is open to EVERYONE – all exhibitors and attendees with an Expo badge. The party doors open at 7:30pm and the band will begin playing at 8:00am. HPBA's affiliates are sponsoring the bars, and the band will play all the great tunes from the 70s. You'll find yourself under the disco ball doing The Hustle with all your industry friends.</p> <p>Expo exhibitors are encouraged to join the fun with disco favors and drink tickets. This is a great opportunity to entertain your dealers – have them stop by your booth for drink tickets and an "I'll see you there!" The party is generously supported by DuraVent, Hearth &amp; Home Technologies, Kozy Heat, Lennox Hearth Products, Napoleon Fireplaces &amp; Grills, Regency Fireplace Products, SBI – Stove Builder International, Travis Industries and Weber-Stephen Products and promoted by <i>Casual Living, Hearth &amp; Home Magazine and Patio &amp; Hearth Products Report</i>.</p> <p><b><u>Government Regulation Updates for Retailers</u></b></p>

Attention retailers – government regulations could ban all decorative gas products in two years. To learn more about this business-killing regulation and what HPBA is doing to protect the industry, attend the education session, *Government Affairs Regulatory Update*, Thursday, March 3<sup>rd</sup>, at 3:00pm at Expo in Salt Lake City.

Also included in this session will be updates on EPA's certification of wood-burning products and how each category may have different requirements and deadlines. And, learn the latest about the new EPA rules on remodeling in homes built before 1978 due to potential lead issues. More information on the education program is posted on the [Expo website](#).

#### **HPBA Government Affairs Hosts Manufacturers' Caucus**

HPBA member manufacturers gathered in Dallas in late January to caucus on critical issues related to the review of the NSPS – EPA's certification program for wood heaters. HPBA-funded research was reviewed, as well as the anticipated impact of EPA's decisions on the hearth industry. EPA has stated that all hearth products will have some type of certification or classification under the new program.

Following that meeting, the HPBA Technical Committee, chaired by John Voorhees of Intertek Laboratories, convened an open meeting to review the status of the HPBA's challenge to the Department of Energy's decision to effectively ban all decorative gas fireplaces in two years. The Technical Committee also reviewed the tremendous changes that are underway in the building codes, which will be playing out at the local level over the next two or three years. Manufacturer members who missed this series of meetings are invited to attend the annual Manufacturers' Government Affairs Meeting at Expo on Wednesday, March 2<sup>nd</sup>, at 8:00am at the Salt Palace Convention Center. EPA will give an update at this meeting. For more information, contact John Crouch, [crouch@hpba.org](mailto:crouch@hpba.org).

#### **Barbecue Manufacturers Caucus Will Meet at Expo**

HPBA's Barbecue Manufacturers Caucus will meet in Salt Lake City on Wednesday, March 2nd at a breakfast meeting starting at 7:30am at the Salt Place Convention Center. Watch your email for the meeting notice and reply form. For agenda suggestions, please contact Leslie Wheeler, [wheeler@hpba.org](mailto:wheeler@hpba.org).

#### **PFI Standards Program: New Information for Retailers**

The *new* PFI standards for pellet fuel will impact retailers and there are several opportunities to find

out how at Expo in Salt Lake City.

An education session is planned, [PFI Fuel Standards: What Retailers Need to Know](#), which is offered through HPBExpo's Education Program. This session will highlight the ins and outs of the new standards program and outline information relevant to retailers. At the [PFI Membership Luncheon](#), an update on the implementation of the PFI Standards Program will be presented, as well as an opportunity to network with fuel manufacturers, retailers and other key pellet industry players. And, lastly, stop by the Member Services Center, Booth 4242 on the show floor, to talk to PFI staff about the new Standards Program and pick up materials to help educate you and your consumers.

More information on the PFI Standards can be found at [www.pelletheat.org](http://www.pelletheat.org).

### **HPBA 2011 Government Affairs Academy**

This year's Government Affairs Academy will be held May 15-17, 2011 in Washington, D.C. There are spots still open. If you are interested, please contact your affiliate or Allan Cagnoli, [cagnoli@hpba.org](mailto:cagnoli@hpba.org), right away.

### **HearthMasters Keeps the Fire Crackling!**

Don't let your friendship burn out! Join HearthMasters and keep the spark alive with the insiders you've known for so long. Friends and associates that have been in the industry for at least 20 years can stay in touch with one another.

HearthMasters sponsors a lounge at HPBExpo to give members the opportunity to put their feet up and relax. In Salt Lake City, HearthMasters is partnering with the HPBA Young Guns – the under 40 years old set – for mentoring and sharing of experiences. Be sure to visit the lounge, Booth 4546 on show floor.

Anyone interested in HearthMasters membership should call Debbie Scerbo at (703)522-0086, ext. 136 or email [scerbo@hpba.org](mailto:scerbo@hpba.org).

### **Department Activities**

#### **Codes & Standards**

- The CSA-Canada meeting on B365 Technical Committee will meet March 11 at the CSA Mississauga, Ontario office. If any Canadian member has issues or concerns for this committee, please contact Tom Stroud, [stroud@hpba.org](mailto:stroud@hpba.org) or Tony Gottschalk, [tonyhpbac@bellnet.ca](mailto:tonyhpbac@bellnet.ca).
- The IECC Final Action Hearings that were held in Charlotte have had three appeals filed against them. This may cause the process to slow down and a number of decisions may have to be re-balloted. For information, go to

<http://www.iccsafe.org/cs/codes/Pages/appeal2010IECC.aspx?r=appeals>.

- Many of the ASTM E06.54 working groups are meeting on Saturday March 5th at HPBExpo in Salt Lake City. Please join us if you are a member of the working groups or if you would like to be involved. For more information, please contact Tom Stroud, [stroud@hpba.org](mailto:stroud@hpba.org).

### **Communications**

Expo Exhibitors are encouraged to maximize their public relations opportunities and 1) send new product information ASAP to Leslie Wheeler, [wheeler@hpba.org](mailto:wheeler@hpba.org), to be included in the press information for attending journalists; 2) fax or email the Press Contact Form, in the Exhibitor Services Manual and mailed to all booth contacts; 3) bring 30 press kits to the Press Room, Room 150G at the Salt Palace Convention Center, on Wednesday, March 2; and 4) send Leslie any new photography. HPBA uses manufacturers' photography in Expo promotional material, HPBA.org and HPBExpo.com websites and press inquiries. This is a great opportunity for free PR.

### **HPB Education Foundation/NFI**

The Hearth, Patio & Barbecue Education Foundation (HPBEF) and Expo Education are excited to announce that M&G DuraVent is the proud sponsor of Expo Education 2011. Because of DuraVent's generous sponsorship, HPBEF is able to bring top-notch speakers and sessions to Expo. Be sure to stop by Booth 1821 and thank them for their contribution.

Each year, HPBExpo attracts a unique blend of owners, managers, service technicians, sales personnel and installers. The Expo Education program in Salt Lake City is a great mix of technical sessions geared towards installers and service technicians and informative business sessions developed for owners and managers. Several education highlights include:

- "Don't Let Your Case Go Up In Smoke: What to do Following an Accident." Attorneys Eugene LaFlamme and John McCoy from Waukesha, WI will discuss how to prepare your company in case an accident should happen and what to do to protect yourself when it does.
- "Tools & Tips for Service Calls." A new series of sessions will bring industry experts in to discuss practical procedures for service calls. A separate session will be offered for each fuel type: wood, gas and pellet.
- "The 'New' Customer: Is Your Business Changing To Meet Their Needs?" Many hearth stores are entering their second or third decade and have you paid attention to the changing demands of today's customer? The way we did

business 10-20 years ago may not be the right formula for your store today.

These are just a few of the 40 sessions available this year. The entire list is posted at <http://www.hpbexpo.com>. If you are NFI Certified, you will find plenty of CEUs available.

If you already registered for Expo and received a registration confirmation, use your confirmation to go back and add the Passport or simply call CompuSystems at (866) 486-0733. You can choose between a 3-day or a 1-day Education Passport. And, as an added bonus, the 3-day Passport includes a 30-day trial subscription to HE@RTH Online Training so you can pick up some of the sessions you may miss.

### **Membership**

This may be your last issue of the *HPBA Hot News* if your dues are unpaid. Your 2011 membership dues were due on January 1. If you have not already done so, we encourage you to continue your investment in your business by renewing your membership in HPBA today. Please contact your local affiliate or HPBA's Membership Department at 703-522-0086, ext 148 or [kaiser@hpb.org](mailto:kaiser@hpb.org).

When you're in Salt Lake City at Expo, please visit the Member Services Center (Booth 4242 located on the show floor) to get information on HPBA affiliate events, member benefits and how you can become NFI certified. Please note, retailers are allowed 5 Expo badges with membership.

### **Statistics**

- Participants of the *Hearth Quarterly Industry* survey are encouraged to respond as soon as possible. The shipment numbers will be released at Expo in Salt Lake City.
- HPBA's hearth regional data collection effort is underway. This program collects total net hearth sales numbers for all states and Canadian provinces. If contacted, please respond.
- The results of the Manufacturers' Rep survey will be distributed shortly.
- Reminder to all member companies that participated in HPBA data collection efforts over this past year: You are invited to the annual Statistics Invitational Breakfast on Saturday, March 5 at 8:00am in Salt Lake City. The notice and reply form will be distributed to all participating companies shortly.
- The 2010 all-industry data collection CD containing publicly available information about the hearth, patio and barbecue industries will be distributed at Expo. If you're interested in a copy, stop by the Member Services Center (Booth 4242) or contact Don Johnson, [johnson@hpb.org](mailto:johnson@hpb.org), after Expo.

### ***HPBExpo Report***

**Innovations & Ideas for Indoor-Outdoor Living**  
Salt Lake City, UT · March 2 - 5, 2011  
[www.hpbexpo.com](http://www.hpbexpo.com)

**HPBExpo Exhibit Space.** There is still exhibit space available on the show floor and at the Outdoor Burn area, but time is running out! Don't believe us - see what your peers/customers are saying on the reasons you need to be there - <http://www.hpbexpo.com/pub/Testimonials>. Submit an application by February 24 to have your company listing in the Addendum Insert to the *Show Program & Exhibit Guide*. For booth availability, floor plans, contracts and rules and regulations, visit "Apply to Exhibit" at [www.hpbexpo.com](http://www.hpbexpo.com) or contact Amy Jackson at [amyjackon@hpba.org](mailto:amyjackon@hpba.org).

**Exhibitor Service Manual.** The HPBExpo 2011 Exhibitor Service Manual is now available [online](#). Be sure to watch the pre-recorded webinars on the following topics: Material Handling Explained, Minimizing Expense Exposure, Tips for First-Time Exhibitors and HPBExpo Cost Savings (coming soon).

**Expo Badge Registration.** Register online by February 28 to take advantage of Express Badge Pick-Up onsite (confirmation letter required). After this date you must register onsite. Also, a reminder that you can, at any time, make changes or additions to your current registration using your login. If you missed the registration brochure mailed at the end of December, check it out [online](#), it includes housing information, exhibitors, pavilions, and show highlights at HPBExpo.

#### **HPBExpo Hotel Block Extended to February**

**4.** Don't delay making your reservations as hotels are filling up. For hotel accommodations, locations and amenities in the Salt Lake HPBA housing block, log onto [www.hpbexpo.com](http://www.hpbexpo.com).

**Ski for FREE at HPBExpo.** HPBA is proud to partner with the [Salt Lake Convention & Visitors Bureau](#) to provide any registered HPBExpo attendee who books a qualifying stay at the Little America Hotel with a free one-day Ski Super Pass – good at Alta, Brighton, Snowbird and Solitude. And, the pass includes round-trip transportation on UTA ski buses and Trax light rail from Salt Lake City to the ski areas. For additional details and to book your stay, simply go to [www.hpbexpo.com](http://www.hpbexpo.com).

**Biomass Central Heating Symposium.** The Pellet Fuels Institute (PFI), HPBA and the Hearth Patio & Barbecue Education Foundation (HPBEF) will sponsor an all-day symposium on biomass central heating on Wednesday, March 2<sup>nd</sup>, in Salt Lake City. The symposium will include seminars by top industry experts on the markets, technologies,

regulatory issues and government assistance, as well as table top exhibits from suppliers and manufacturers. Registration for the symposium is available through the regular badge registration process at [www.hpbexpo.com](http://www.hpbexpo.com). Review the full education program online and take advantage of a full three-day or one-day Education Passport.

**Increase Your Exposure at HPBExpo.** The Cyber Cafe, Aisle Signs, Carpet Logos and Banner sponsorships are still available for exhibitors interested in expanding their exposure at the show. Please contact Betteanne Leahy at (800) 404-5461 for information on a wide range of sponsorship opportunities, or go to [www.hpbexpo.com](http://www.hpbexpo.com) and click on "Exhibitor Services" to download the Sponsorship & Advertising Opportunities brochure.

**Discount Activity Passes - Ski, Golf, Tours and More!** Discount activity passes are available for Salt Lake skiing, golf and more. Passes can be purchased by going to [www.hpbexpo.com](http://www.hpbexpo.com) and clicking on the "About the Show" link and then selecting Discount Activity Passes from menu at the top of the page.

**Travel to HPBExpo.** Eight airlines and their affiliates serve Salt Lake City International Airport: American, Continental, Delta (a hub), Frontier, JetBlue, Southwest, United and US Airways. There are 748 scheduled daily flights serving more than 90 cities with non-stop flights. Be sure to book your flights now to ensure the best possible fare.

#### **HPBExpo Important Dates**

**January 24:** Refund/Cancellation Deadline. Refunds for badge registration, education and certification (less a \$10 administrative fee) will be made if the request is received in writing.

**January 28:** Last day to receive a hotel room in the HPBExpo block at the special, discounted Expo prices.

**February 21:** Fax and mail registration form deadline.

**February 28:** Online registration deadline. After this date, you must register onsite. All pre-registered attendees/exhibitors must pick up badges onsite at an Express Badge Pick Up counter.

**March 1:** Onsite registration open

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