



HOT NEWS

a monthly newsletter for HPBA members

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HPBExpo 2012 – February 29 through March 3 in Atlanta

Don't miss all the HPBExpo details and activities at the end of this newsletter. If you haven't registered, do it today at www.hpbexpo.com.

HPBA Briefs CPSC on Glass Fronts

On Tuesday, January 24th, HPBA staff and counsel briefed the four U.S. Consumer Products Safety Commission (CPSC) commissioners and their staffs on the industry's progress on protective barriers for the glass fronts of gas fireplaces.

HPBA reported to the commissioners that the CSA Working Group on Glass Fronted Fireplaces has created new language for the CSA Z21.50 and CSA Z21.88 standards for barriers (screens) to protect children and other at-risk individuals from accidental burns. The new language – which mandates the inclusion of a certified barrier with every gas fireplace produced to these standards – has been approved by the CSA Technical Advisory Group (TAG). The revised document has been circulated by CSA for its Review and Comment (R&C) period, which ends February 22, 2012.

The HPBA briefing (posted on the [HPBA website](#)) was given separately to each of the four CPSC commissioners, as required by the CPSC. The first, and most significant, presentation was made to Chairman Inez Tenenbaum, ten CPSC staff members and three reporters. A similar briefing was given to the other three commissioners and their staffs.

In the 45-minute briefing, HPBA staff described the CSA Working Group and its accelerated effort; the substance of the proposed new standard; the adoption procedures and effective dates; and why HPBA believed that the new standard would be highly effective in preventing new injuries.

Manufacturers of gas fireplaces should note that if the process goes according to the schedule, **the manufacture of non-compliant models will be required to cease in**

December of 2013. The presentation reviewed two new testing devices, a Thermesthesiometer (used to measure burn potential; see below) and a UL Articulated Finger Burn Probe. Both of these devices will be used in testing the new barriers.

The final, and potentially most important portion of the briefing, was a description of the planned Glass Safety Education Campaign that would target the fireplace industry (manufacturers, retailers, installers, service technicians, code groups, etc.) and homeowners, using brochures, video, fact sheets press releases, the HPBA safety website (www.hpba.org/staysafe), social media, and third party groups (safety organizations, pediatric groups, insurance companies, governmental entities such as the CPSC, etc.). The campaign will stress the importance of barriers and screens for glass-fronted fireplaces, especially when children and other at-risk people are in the home.

While it is still too early to determine the outcome, HPBA believes that the CPSC commissioners and staff understand and appreciate the quality and earnestness of HPBA's efforts to help bring a new and higher level of burn protection to the marketplace, and will act favorably on HPBA's request to allow voluntary standards to guide the industry rather than a government regulation.

New CSA Standard Uses a Thermesthesiometer

The laboratory tool for testing the burn potential of the barrier of a glass-fronted fireplace is called a Thermesthesiometer.

The device has not been manufactured for several years and the CSA Working Group learned that Exponent, the manufacturer, must have a minimum order of 30 devices to make it both worthwhile to manufacture these units and economically reasonable to purchase them. HPBA is collecting all orders to submit a single order to Exponent as a bulk purchase. If you make a product that will be affected by this new standard and do your own testing, you will need this device! Please contact Tom Stroud stroud@hpba.org or Rachel Feinstein feinstein@hpba.org to order a unit.

Impact of the State of the Union Address

During the State of the Union address given by President Obama, a number of issues were mentioned that stand to have considerable impact on the hearth industry. Two of the topics that Obama mentioned directly were 1) the often-interrelated needs to increase domestic manufacturing, and 2) to ease the burden of federal regulations on companies to allow for future job creation, innovation and prosperity. President Obama stated during the address that:

"[The] blueprint [for an economy that's built to last] begins

with American manufacturing. There is no question that some regulations are outdated, unnecessary or too costly. In fact, I've approved fewer regulations in the first three years of my presidency than my Republican predecessor did in his. I've ordered every federal agency to eliminate rules that don't make sense.”

The hearth industry has observed first hand over the past several years the disparity in outcomes between dealing with reasonable, well-thought-out regulatory measures and ill-considered, unilateral measures. In dealing with the U.S. Environmental Protection Agency (EPA) on the New Source Performance Standards (NSPS), HPBA has had the benefit of engaging in an ongoing discourse with the agency. As a result, even despite some concessions from both HPBA and EPA, we are confident that both sides have ultimately benefited from the process and are hopeful that a better NSPS is soon to be reached for the effort.

At the other end of the spectrum, there are situations like our current battle with the U.S. Department of Energy (DOE) over the heating efficiency standards and other regulatory requirements that they have attempted to place on vented gas fireplaces. DOE was unwilling to engage industry in the same manner that EPA has on NSPS. This approach has led to a far more contentious, onerous series of regulations that are now being litigated at a cost likely in excess of \$1M to both industry and taxpayers.

The Administration and both chambers of Congress largely agree on the importance of reducing the barriers to domestic manufacturing and the job creation opportunities it presents. We intend to use these clear messages from the State of the Union in our fight to reach a long-lasting legislative fix to the mess that DOE has so carelessly and needlessly created.

HPBA's Department of Energy (DOE) Challenge

In addition to filing the opening legal brief on January 3rd, HPBA also filed a Petition challenging the November 2011 final rule that imposed four criteria on decorative vented gas fireplace and categorized these products and vented gas log sets as “direct heating equipment.”

In an attempt to further delay a determination on the issues (and the much-needed certainty of a timely court verdict for HPBA and its members) and increase our legal costs, DOE has also filed motions for consolidation, dismissal and an extension of the briefing schedule. The timing of the requests is questionable because a motion for dismissal should best have been made well before the HPBA was required to bear the time and expense of drafting and filing its opening brief. HPBA will file a response in opposition to these motions.

Key upcoming dates, if the court opts to uphold the current briefing schedule, include a February 2nd deadline for DOE to file its reply brief, and a March 16th deadline for HPBA's submission of our closing brief. Following the conclusion of the briefing schedule, the court will set oral argument.

HPBA's Request for Emergency Amendment on IECC Code

The 2009 IECC created a safety issue for UL 127 fireplaces by mandating gasketed doors on all fireplaces. The inclusion of gasketed doors on UL 127 fireplaces that were not certified with those doors can create a fire hazard caused by the unit overheating. The ICC Board of Directors made the decision not to rule on this Emergency Amendment Request. Instead, it voted to change the ICC Emergency Procedures process. The request for the Emergency Action has been referred to the ICC Codes and Standards Council, which will then refer it back to the Board, thereby delaying this "emergency" amendment. The ICC Codes & Standards Council now has called for a meeting in February and has invited HPBA Sr. Manager for Codes & Standards Tom Stroud to speak via teleconference regarding this request. ICC stated that they will try to facilitate a resolution as quickly as possible.

CPSC Files Notice on Gel Fuel

An [Advance Notice of Proposed Rule](#) (ANPR), recently filed by the Consumer Product Safety Commission (CPSC), relates specifically to firepots and the dispensing of gel fuels. HPBA's Gel/Alcohol Fireplace Caucus is following the ANPR and any CPSC actions because of the impact on its members' products. Comments are due by February 27, 2012. During the meeting with the CPSC on the glass fronts issue, HPBA staff informed the CPSC has HPBA numerous companies that manufacture gel appliances and a few that manufacture the fuel, HPBA would be submitting comments. The CPSC was also advised by HPBA staff that the fuel canister manufacturers were not members of HPBA, and that CPSC might want to consider regulating that product category. For further information, contact Tom Stroud at stroud@hpba.org.

Barbecue Manufacturers Caucus Meets in Atlanta

HPBA's Barbecue Manufacturers Caucus will meet in Atlanta on Wednesday, February 29th, from 7:30am to 9:30am in Room C108 at the Georgia World Congress Center. The agenda includes reports on the public relations program, statistics program and HPBExpo Tailgate party. Notice of the meeting and a response form will be sent to all barbecue manufacturers. Please respond to Leslie Wheeler,

wheeler@hpba.org.

Department Activities

Communications

HPBExpo exhibitors are strongly urged to send new product information to Leslie Wheeler, wheeler@hpba.org, to be included in the new product and trend report that is distributed to the media at the show. And a reminder to exhibitors: please bring 40 press kits to the press office, Room C104 at the Georgia World Congress Center, by 5:00pm on Wednesday, February 29th.

Government Affairs

- **HPBExpo Government Affairs Briefing.** HPBA member manufacturers are reminded of the Manufacturers Government Affairs Meeting on Wednesday, February 29th, from 8:00am to 10:30am in Room C110 at the Georgia World Congress Center in Atlanta. HPBA staff and consultants will brief members on the latest updates on the key regulatory issues including DOE, NSPS and CPSC's glass front petition.
- **CSA Standards Seeking Technical Experts.** CSA Standards is seeking subject matter experts (a minimum of 3 years industry experience) to work on the development of safety standards for gas-fired appliances and accessories – specifically the Z21/83 Technical Committee and Gas-Fired Appliances and Accessories Technical Advisory Groups. Interested parties should have previous experience in standards development or standards committee work and with fuel gases (e.g. natural gas or liquefied petroleum). For more information, please contact Debbie Chesnik at Debbie.chesnik@csa-america.org or (877) 235-9791.

Membership

With HPBExpo just over a month away, please remember that the Member Services Center is located in the center of the exhibit hall (Booth #1331). We hope you'll save some time to stop by, say hello, and give us suggestions as to how we can best benefit you. We are always here to listen to your ideas so that we can give your investment the best possible return in services. A few such services to highlight:

HPBA Member Exhibitors. Our partnership with Meridian One offers HPBA member companies deeply discounted costs on freight – a savings we know will come in handy as you prepare to ship your product to Atlanta:

75%+ savings with YRC Worldwide

70%+ savings with FedEx Freight

75%+ savings with UPS Freight

For more information or to enroll, call 1-800-MEMBERS.

All Members. All HPBA members can also save up to 15% on rental cars with Hertz! When reserving a car, use CDP# 425418 to get the HPBA preferred member rate.

As always, please contact Jamie Beaulieu, beaulieu@hpba.org, for any membership related questions or concerns.

National Fireplace Institute

If you are planning on taking the NFI Woodburning exam or need the reference manual, the Fourth Edition Woodburning Reference Manual is now available. The changes include:

- Updates of codes and standards references
- Inclusion of energy codes, green codes and standards
- Expanded and revised firewood management information
- Revisions of HUD and hearth industry requirements for mobile homes
- And much more!

To order a new manual, go to the Industry Pages on <http://www.nficertified.org> and click on the NFI Price List.

Hearth, Patio & Barbecue Education Foundation

Free in February! HE@RTH Online Training is pleased to announce another free online class. February's feature is "Basic Salesmanship." So much of the hearth industry's training centers installers and service personnel and here is a chance for your sales force to sharpen their skills. The 90-minute class is offered Thursday, February 23rd, at 12:00 noon eastern time. For a complete course description, or to register, go to <http://www.hpbef.org/online> and click on the "Live Class Schedule."

Statistics

The Hearth Quarterly Industry Survey and the collection of regional sales for U.S. states and Canadian provinces have been distributed to all manufacturers, and members are asked to respond promptly so the final numbers can be calculated in time for Expo.

The annual Statistics Invitational Breakfast will be held on Saturday, March 3rd at 8:00am in Room C108 at the Georgia World Congress Center. This breakfast is open to any company that participates in any of HPBA's statistical data gathering programs. For inquiries, please contact Don Johnson, johnson@hpba.org.

**[HPBExpo Report
Innovations & Ideas for Indoor-Outdoor Living
Atlanta, Georgia - February 29 - March 3, 2012](#)**

HPBExpo 2012 Booth Space. It's not too late to reserve space in the upcoming show! The 2012 Exhibitor Selection Kit, including floor plans, booth contracts, rules and regulations and payment information (full payment is due with contract), can be found at www.hpbexpo.com under "Apply to Exhibit." If you have questions, please contact Anita Derouin at (703) 522-0086 ext. 117 or derouin@hpba.org.

HPBExpo is excited to welcome back exhibitor OW Lee, who plans to bring their popular firepits to the exposition. Be sure to visit them in Booth 242 in the indoor exhibit hall. HPBExpo will host close to 300 exhibiting companies – including approximately 70 first-timers – in Atlanta.

Exhibitor Service Manual. The HPBExpo 2012 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, and Tips for First-Time Exhibitors.

HPBExpo Registration. Register now to avoid the lines on site; online registration closes on February 27th and, after this date, you can register on site. For registration, housing and details on special events, the complete HPBExpo registration brochure is available [online](#). Also, a reminder: you can make changes or additions to your current registration, including signing up for Education and NFI Certification, using your confirmation log in.

HPBA/HPBA affiliate members and non-member exhibitors need a unique ID number to register for badges. If you do not know your unique ID number, please email pratt@hpba.org. And, don't forget to take advantage of the registration dashboard features, such as setting up in-booth appointments with exhibitors prior to the show, exhibit company product matching, invitations to colleagues and more.

HPBExpo Hotels. An outstanding hotel block is available, so don't delay making your reservations. In fact, book your room at the Hilton Atlanta (HPBA's headquarters hotel) today and receive complimentary Internet access and **double** Hilton HHonors points! HPBA has partnered with onPeak, the official HPBExpo housing partner and, through onPeak, we have secured the lowest rates, best hotels and most (complimentary) amenities during your stay in Atlanta, exclusively to HPBExpo guests only. And don't forget: **NEW** for HPBExpo 2012 is online *One-Stop Shopping* to make hotel reservations, register for your employee badges, **and** book flights and car rental. All your travel needs can be accomplished quickly and easily at [Book Hotel & Register for Badges](#).

HPBExpo 2012 ConnectMe Mobile App. Free for all registrants, courtesy of show management and sponsor Kozy Heat Fireplaces, download this free app through your iTunes App Store or Android Market. Use it before the show to view the education schedule and exhibitors, and to schedule appointments and receive important messages from HPBA.

Special Events. There are new events and activities at Expo 2012. Find all the latest details and updates on the [Special Events](#) page of the [Expo website](#).

HPBExpo Tailgate & Big Green Egg Celebrity Chef Cook-Off. You don't want to miss the Tailgate & Cook-Off event in the Outdoor Burn area on Thursday, March 1st! Exhibit hours are extended outdoors for this inaugural HPBExpo event, so get your tailgating face on. The cook-off is generously sponsored by the Big Green Egg, which is providing EGGs for the celebrity chef cook-off. **Wear your favorite team jersey and cheer on local chefs in a barbecue cook-off!** Grill exhibitors interested in grilling and showing off what your grills can do by passing out food samples at the party, should contact Amy Jackson, amyjackson@hpba.org. More exhibitor information on the Tailgate & Cook-off is detailed in the Exhibitor Bulletins.

Honky Tonkin' All-Industry Party. The party of the year will be on Friday, March 2nd, from 8:00pm to 11:30pm. Hosted by HPBA and guaranteed to rock the Georgia World Congress Center, the party is generously sponsored by Kozy Heat, Lennox Hearth Products, M&G DuraVent, Napoleon Fireplaces & Grills, SBI-Stove Builder International, Travis Industries, Visit Orlando and the Nashville Convention & Visitors Bureau. Sponsorships are still available, ranging from bars and interactive gaming to premium level hospitality areas. Don't miss this super visibility promotional opportunity and contact Kelly VanDermark at (703) 522-0086 ext 113 or vandermark@hpba.org today. Everyone is invited (wear your western "best") to the party – no charge, but an HPBExpo badge is required.

Industry Party Drink Tokens. Don't forget to [order your drink tokens](#) in advance to avoid long lines during the party! Drink tokens will also be available for purchase in Registration beginning Tuesday, February 28th, at 1:00pm through Friday, March 2nd, until 5:00pm. Tokens will also be accepted during the Southern Barbecue Buffet Dinner!

Southern Barbecue Buffet Dinner. On Friday, after the Vesta Awards and before the Industry Party, enjoy a Southern Barbecue Buffet Dinner at the convention center from 6:30pm to 8:00pm. Dinner tickets are available to [purchase in advance](#) or at Expo Registration until 5:00pm on

Tuesday, February 28th.

New Feature at Expo! In addition to the popular indoor New Product Pavilion, a new *Outdoor* New Product Pavilion is featured. Exhibitors can display and demonstrate their products outdoors in a specially designated area. Exhibitors interested in signing up to enter a product in either pavilion, please contact Amy Jackson at amyjackson@hpba.org or (703) 522-0086 ext 125.

Increase Your Booth Exposure. The Mobile App and Compact Pedometer Contest sponsorships are SOLD! However, there are other great opportunities, e.g. digital monitor signage with convention center door decals, aisle signs, carpet logos, reusable water bottles, still available (and not too late). Exhibitors interested in expanding their exposure at the show should contact Betteanne Leahy at leahy@hpba.org or (800) 404-5461. A full brochure is available at [Exhibitor Services](#).

Expo Important Dates

January 23 - Expo registration Refund/Cancellation deadline.

February 8 - Last day to book a hotel room in the HPBExpo block.

February 20 - Fax and mail registration form deadline.

February 23 - NFI Certification manual mail deadline.

February 27 - Online registration closes. After this date, you must register onsite. All pre-registered attendees/exhibitors can pick up badges onsite at an Express Badge Pick Up counter.

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Invitation from AmericasMart®. While in Atlanta, you're invited to a **special complimentary luncheon** on Thursday, March 1st, from 12 noon to 2:00pm in the Gardens Collection. Regular business hours are 10:00am to 4:00pm daily, with extended hours on Thursday, March 1st, from 9:00am to 6:00pm.

AmericasMart® Atlanta is the nation's leading gift, home furnishings and area rug marketplace, and the largest trade mart/tradeshaw complex of its kind in the world. More retailers, from more places, do business at AmericasMart® than in any other U.S. wholesale market. Its expansive product mix covers the broad gift, home furnishings and area rug landscape, and extends to include fashion apparel and accessories product in huge quantities. AmericasMart® assures retailers access to the nation's largest single collections of product including:

Visit the Living, Outdoor / Indoor®, The Gardens® Collection in Building 2, West Wing, Floors 9 and 10. AmericasMart® houses the industry's finest casual furniture collections, home accessories and innovative gift merchandise within a unique two-floor destination. The nation's largest selection of garden products is showcased in an open-air environment featuring a spectacular two-story, fiber-optic waterfall, themed areas, park spaces and garden cafés. In addition to Gift & Home Markets, the center is open daily (Monday-Friday from 10:00am to 4:00pm) for order-writing.

Visit the Gourmet & Housewares Collection, Building 2, West Wing, Floor 8. Find everything you need to keep every home chef well stocked for culinary adventures. Featuring the most well-known and respected brand names in the gourmet industry, our selection of housewares can turn any kitchen into a cook's paradise. For more information, please call *800.ATL.MART* or visit *AmericasMart.com*.