



CALIFORNIA  
 NEVADA  
 HAWAII

# Region *news*

○ OCTOBER | ○ 2008

## Government Affairs Update.....

### *South Coast AQMD*

On September 8, 2008, the first part of the South Coast Air Quality Management District's new Rule went into effect. HPBA Pacific members that are located in the District boundaries were each faxed an update sheet, the new Rule, and highlight sheet noting the portions of the Rule that were taking effect. If you did not receive a copy, please contact Steve at the HPBA offices to request another.

### *San Joaquin Valley*

The San Joaquin Valley Air District will hold a public hearing on October 16 to consider amending their Rule 4901, "Wood Burning Fireplaces & Wood Burning Heaters." Since the implementation of PM 2.5, this rule needs to be updated, and there will be further restrictions for wood burning up and down the valley. To download a copy of the amended rule, go to:

[www.valleyair.org/workshops/public\\_workshops\\_idx.htm](http://www.valleyair.org/workshops/public_workshops_idx.htm)

For more information on the meeting to be held in October, please call Steve Pulone at 626.237.1200

## FTC Continues "Green Guides" Workshops

The Federal Trade Commission is conducting a series of public workshops as part of the FTC's regulatory review of its "Guides for the Use of Environmental Marketing Claims," commonly known as the "Green Guides." A third in the series was conducted July 15, 2008 in Washington DC. As more associations and their members trumpet environmental citizenship, touting best practices, "green" products and services, the FTC is committed to more stringent review of such claims. There are other "green" guidelines in addition to the FTC guides, including those from the International Standards Organization and other not-for-profit entities.

—*The Howe and Hutton Report*,  
 August 2008

## Tips to Write Effective Letters to the Editor

Letters to the editor are one of the most widely read sections in the newspaper and reach a large audience. They allow community members to comment on the way issues are being addressed in the media and to influence what topics the local paper covers. Elected officials and candidates for office often monitor this section of the newspaper and take notice of constituents' opinions.

Due to strict limitation in the newspapers, not all letters will be published, but the more letters the newspaper receives on a certain topic, the more likely they are to run at least one letter on the topic. Check the letter guidelines in your local paper and use these tips to write an effective letter to the editor.

- Address your letter properly, follow instructions on editorial page.

- Reference a previous article on what you are writing about.
- Keep it short and focused. Follow the word limits that the paper requires and keep readers interested.
- Make specific references.  
 "I was impressed by..."  
 "I strongly agree/disagree with..."  
 "We wholeheartedly support..."
- Be factual and highlight aspects of the issue that haven't been previously addressed.
- Avoid threats or personal attacks.
- Include your contact information.
- They will usually only print your name and city.
- Type your letter and sign it, then submit by e-mail if possible.

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## Message from DEBBIE EWENS, HPBA-Pacific President

### History in the making

This is turning out to be one of the most extraordinary years in our nation's economic history. None of us have been spared the turmoil and impact in both our personal and business lives. Some dealers in the country have lines out the door – customers eager to buy wood burning product. Other industry members, particularly in those serving the building industry are dealing with a severe downturn at best and extinction at worst.

Industry members in each region must find their own answers in order to thrive during this challenging time. Part of what this association offers is the opportunity to share problems and solutions with one another. You've just received the regional directory of members. Use it to contact another dealer who may share your circumstances and put your heads together for mutual benefit.

And, from what I've experienced, our membership underutilizes the affiliate board members as information channels. Our staff gets out newsletters and keeps the [hpbapacific.org](http://hpbapacific.org) web site updated. But for more immediate issues and concerns, call one of us on the board. That's what we signed up for – to help industry members as a whole or on a one-on-one basis.

Slowly the nation will climb out of the mire. But, you and I know we have to get up every morning and open the store door, pay staff, and generate more profit. Let's help each other. If I can help you, I will.

# go green

If you would like to help us go green, now is your chance. We offer this newsletter in an email form. Instead of printing and mailing this three times a year, we simply push send and it appears in your email box. If you would like to receive it in email, please email us or call 888-332-2472.



**AFFILIATE  
EXECUTIVE DIRECTOR  
PATRICIA ROSENGREN**

### HEARTH, PATIO & BARBECUE ASSOCIATION - PACIFIC

2304 Huntington Drive, #218, San Marino, CA 91108  
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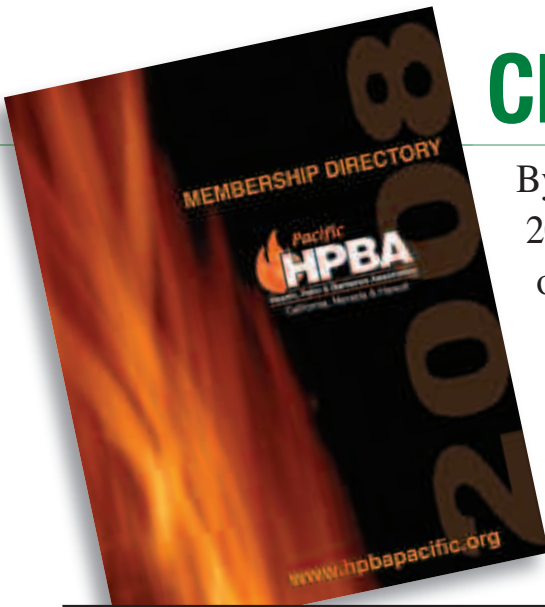
This is a regional newsletter for the members of HPBA whose businesses are in California, Nevada and Hawaii, otherwise known as Region Ten. While our local markets may be slightly different, we share much in common and your board exists to serve the needs and interests of the HPBA members in our three states. Whatever this association can do to help your business, that's where our focus will be.



**AFFILIATE  
ADMINISTRATOR  
STEVE PULONE**

# Change is Inevitable

By now, all members should have received the 2008 HPBA Pacific Directory. Every year we do our best to get your information correct. Just since printing, there are changes. Please hand-correct your directory with the updated info below or cut out and insert for future reference. Also, please advise us of any changes in your information as the year progresses.



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Fax: 530-221-5323  
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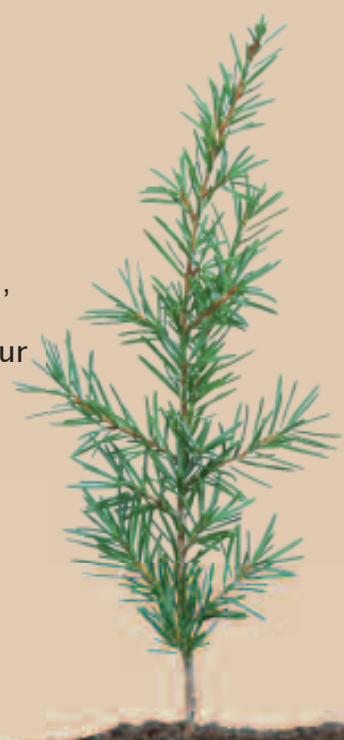
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# Business & Economic News:

## The Good News? Entry Level Housing affordability increases to nearly 50 percent!

California Association of Realtors reports entry-level housing affordability has increased to nearly 50 percent in second quarter 2008 compared with a year ago. The percentage of households that could afford to buy an entry-level home in California stood at 48 percent in the second quarter of 2008, compared with 24 percent for the same period a year ago, according to a report released this month by the California Association of Realtors.

The minimum housing income needed to purchase an entry-level home at \$329,120 in California in the second quarter of 2008 was \$62,870, based on an adjustable interest rate of 5.69% and assuming a 10 percent down payment. In Nevada, a single-family entry-level home is \$283,000 and the minimum income is \$39,191. In Hawaii, a single-family entry-level home is \$636,000 and the minimum income is \$47,736. First time buyers typically purchase a home equal to 85 percent of the prevailing median price. The monthly payment including taxes and insurance was \$2100 for the 2nd quarter of 2008.

— Market Watch, September 2008

## ONE MORE ADDITION TO THE JOYS OF AIR TRAVEL THESE DAYS

United Airlines has announced intention to charge for meals for those flying coach on most of its overseas flights and expanded a list of fees for items previously taken for granted as free. Now we variously face charges for checking baggage, aisle seats, window seats, seats with more leg room, assigned seats in advance of boarding, meals on flights, soft drinks, coffee and water, pillows or blankets if they are even on flights, fuel surcharges, and steadily rising air fares. Wireless Internet connections are the next service to carry a hefty fee. *Some business model: drive your customers to other airlines not imposing such charges (if your customers have that option), or reduce overall demand as well as supply. What's next, a fee to use the bathroom?*

— Howe and Hutton Report, August 2008

## Careful what you say: ANONYMOUS BLOGGERS MAY BE IDENTIFIED

A trial judge in New York has imposed a standard for uncovering the identity of anonymous person's posting comments on the Internet which may be deemed libelous by those addressed in the comments. A former congressman and his wife were accused by anonymous postings on a website maintained by a local newspaper of various frauds including paying bribes to local officials. The couple sued the anonymous writers of the postings in a John Doe's proceeding. The couple used the site to notify the anonymous writers of their right to intervene anonymously in the lawsuit. No one responded. The judge ruled the couple could pierce the writers' free speech rights by requiring the site provider to disclose information identifying the anonymous writers.

*The case of anonymously publishing allegations, whether well-intentioned or done with malice, to a wide audience leaves the target of the allegations with little recourse. This judge's approach seems to balance the conflicting rights of those posting comments and those targeted by the comments. Associations and their members should take note.*

— Howe and Hutton Report, August 2008

## Prognosis: Single Family Residential Development

Housing starts will continue to dwindle through the third quarter of 2009. Recovery will be slow and unsteady, with hard hit areas like Southern California (down almost 60%, July '07-July '08) emerging from their collective funk much more slowly than the national market. If (as some analysts suggest) ARM resets bring about another round of defaults, housing starts will remain depressed until well into 2010. Strict underwriting standards for new home buyers will slow development and absorption of new housing. It is predicted there will be another round of consolidation among large developers and a rash of failures among small developers before the market recovers. Small firms' traditional fallback position – renovation, additions, and remodels – has diminished, and a substantial portion of the market has been taken by large developers.

Developers are relying more on product differentiation and aggressive marketing. Among the more amusing efforts to differentiate product are an (allegedly) paparazzi-proof apartment building in Los Angeles and a suburban developer's emphasis on home office lofts that look peculiarly like extra bedrooms-but are ostensibly unique suburban work environments. More seriously, and probably more effectively, developers are re-purposing existing space to leverage building-cost savings. They market to prospective tenants by focusing on fuel cost/commute savings, and they can take advantage of state and federal preservation tax credits.

— CCSR Inc., August 2008

# Catalina

The annual summer membership event in Southern California moved “off shore” this year...with over 60 industry members taking the one-hour boat trip to Catalina Island for a day of golf and exploration in Avalon before the member dinner at Antonio's on the water for food, grog, and auction frenzy. The attendees, some of whom had never been “26 miles across the sea” urged a repeat for next summer...some plan to extend their trip before or after the affiliate day. The golf trophy (a dubious prize from the standpoint of an elegant statue) was won by Bob Dishner of Lennox. His responsibility is to add something “of interest” to the trophy for the lucky recipient next summer. Something tells us he's up to the challenge.



# Getaway

Annual HOB Pacific Membership Event



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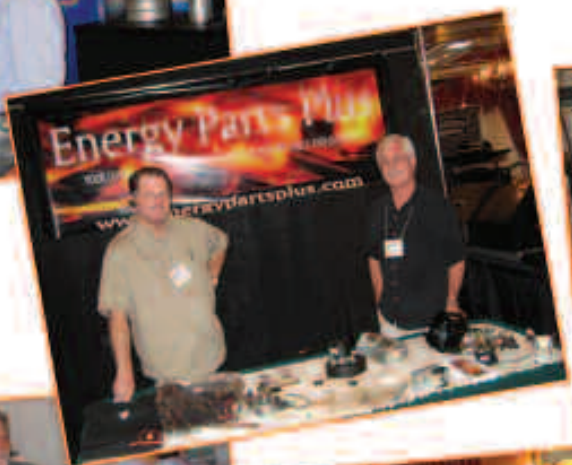
  
**TRAVIS INDUSTRIES**  
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Again, both indoor and outdoor exhibitors at our Round Up were very pleased with the opportunity to show new product and connect with buying entities in an informal but professional atmosphere. Booths and displays filled the nearly 10,000 square foot ballroom at the Doubletree Hotel for the three-day event that included two days of NFI certification and valuable business seminars. Attendee surveys were nearly unanimous in their praise of the presenters and the value of the seminar content.

## 2008 Sacramento

# ROUND UP







# WIND UP



*Good business...  
good fun!*

THANKS TO OUR GENEROUS SPONSORS:



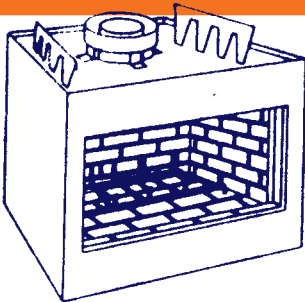
# Renew for 2009 early to ease EXPO registration!

**HPBA Pacific spends substantial time and money – over \$1200 per member\* – to help you make more and keep more profit!**

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- \$** Over \$36,000 was spent on Government Relations activities on your behalf with local and regional agencies, air districts, and political activism.
- \$** Over \$26,000 was spent on education programs and certification events that continue to raise standards and respect for our professionals.
- \$** Over \$71,000 was spent on several industry events bringing members together for mutual benefit, exchanging ideas in social settings.
- \$** Over \$35,000 was spent on communication, news publications, industry and consumer surveys, and money-saving offers for member businesses.

**\*That's nearly \$850 per member in local benefits...PLUS \$375 in passes to the annual product EXPO (in Reno, Nevada this year!) where you'll find new products, educational seminars, social functions, and networking opportunities.**



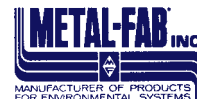
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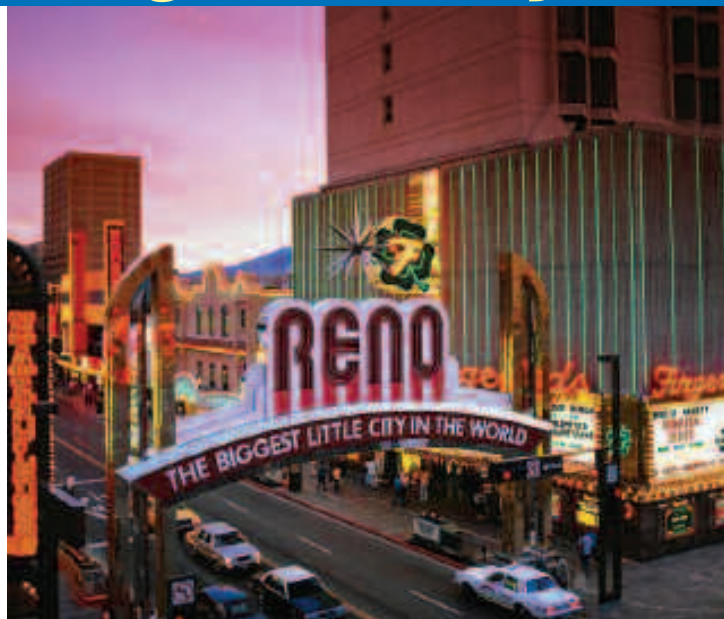
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## You're Invited to the Western States Reception Wednesday, March 18 in Reno!

# See you at the EXPO. Register early.

When planning your trip to the EXPO in Reno this spring (by the way, you can register and book your rooms now on [hpbexpo.com](http://hpbexpo.com)) you'll want to be sure to include Wednesday night March 18 when the popular and very jovial Western States Reception will be held. You and anyone in the travel party is invited to join other industry members at the Atlantis hotel, right across the street from the Reno Sparks Convention Center. Remember, one of the valuable benefits of membership and certainly going to the annual EXPO, is networking with others who share your challenges and accomplishments. You'll receive a flier reminder after the first of the year.



Reno Sparks Convention Center, Nevada

**Western States Reception**  
Wednesday, March 18, 2009  
5:30 – 7:30 pm

**Exposition**  
Thursday, March 19 – Saturday, March 21, 2009

**Education**  
Wednesday, March 18 – Saturday, March 21, 2009

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