



Our playbook for success started with our members. Three surveys were spaced out over six months to learn exactly what content members wanted in the annual meeting and to understand the interest in having a face to face event. In July, 80% still wanted to hold the in-person event but that decision was taken from us by the small hotel which has been our destination for several years. Frankly, I think everyone was resigned to skipping the event. But I just felt that, in this year especially, we needed to deliver value to our members – information and product exhibits.

So, armed with the content members said they'd appreciate, I contacted 15 presenters and worked with them to develop their one-hour sessions. If they needed graphics, we produced them. If they needed rehearsal time, we guided them. Not everyone had zoom experience. We got an amazing 18 CEUs for our program. From product and safety content to ways to save money with taxes, make money with investments and even insurance tips, the classes were as full as they have been in past years, from 14-29 depending on the subject. All sessions were live.

90% of our businesses had come back to work and I felt no one had the time to sit all day at the screen. So, we scheduled two classes a day over eight days from 8 to 10:10 a.m. with sponsored coffee breaks between. Then attendees were invited into the "exhibit hall." Attendee companies paid \$89 and exhibitors paid for their "booth." We produced their graphics or show for them. The sessions were recorded for purchase later, and the exhibits will be available for viewing throughout 2020. Lots of value remains even for those unable to attend

the “live” Round Up.

Attendees got a ton of money saving and money-making ideas. What we couldn't offer was hands-on training, of course, and some still benefit from in-person NFI reviews. But those will be back next spring.

The Dealer Round Up has always been a top reason to join the affiliate along with the advantages of having a professional national government affairs team working for our businesses. We just could not finish summer without providing maximum membership value.

Pat  
HPBA Pacific Executive Director

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